

# Brea's Historic Area Falls on Hard Times

■ **Development:** Effort to re-create turn-of-century downtown core is proving too costly. As project gathers dust, 'it's back to the drawing board.'

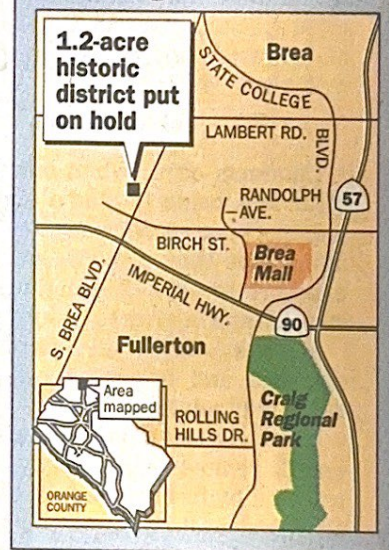
By ESTHER SCHRADER  
TIMES STAFF WRITER

BREA—A city plan to recapture downtown Brea by having a developer refurbish a turn-of-the-century hotel and re-create four historic buildings bulldozed in the 1980s has stalled—but not before the city spent more than \$1.3 million on the project.

Officials had hoped to sign a contract with a developer to build Heritage Block, a proposed 1.2-acre re-creation of Brea's old core, by June. But of hundreds of developers contacted by the city over four years, only two were interested in rehabilitating the block and owning and leasing out the buildings.

And each asked the city to pay them \$1.2 million to take on the project.

## Buildings Blocked



Los Angeles Times

Last week, the City Council rejected both proposals as too costly, after the city had spent \$1.3 million to buy the land and the dilapidated Brea Hotel, built in 1910, and spent an additional \$250,000 to relocate it.

Local preservationists and city officials worry that the setback will hobble plans to save the city's

**Please see BREa, B6**



## ORANGE COUNTY

## BREA: Proposed Heritage Block Is Stalled

Continued from B1 heritage.

"It's back to the drawing board. It's a really hard, unexpected turn," Brea Councilwoman Bev Perry said. "I'm a longtime Historical Society member, so this is a killer. This is a tough one. But we're sort of at the end of the line with redevelopment funds. There is no more money."

Heritage Block, planned for the northeast corner of Brea Boulevard and Ash Street, is a key piece of Brea's 55-acre, \$100-million redevelopment project, which began in 1989.

Although never envisioned by city officials as a significant revenue generator, Heritage Block was instead to be the fulfillment of a promise made to preservationists as part of negotiations to modernize Brea's downtown.

As conceived by the city, it would incorporate low-income housing, shops and offices inside rebuilt structures that made up the very soul of old Brea.

Along with the refurbished Brea Hotel—moved about 10 feet last year when Brea Boulevard was widened—the project was to include four other buildings built between 1900 and 1930, re-created from photographs and architectural drawings.

Among the businesses once in the buildings were La Habra Valley Bank and a beloved bar called Sam's Place. Under the city's plan, the original wooden facade of Sam's Place would front one of the new structures. The other buildings would be rebuilt from scratch.

The city planned to use bricks rescued from one of the demolished buildings to pave part of a sidewalk near Heritage Block. The bricks sit today in a pile on a vacant lot.

City officials say they always expected to give the land away to the developer, but they didn't realize until after twice going out to bid on the project just how much developers would ask to build it. Each of the developer proposals calls for a direct payment from the city of \$850,000, plus \$350,000 in parking and off-site improvements.

Sue Georgino, redevelopment services director for the city, called the proposals "reasonable given what we were asking developers to do," but too much for the city to pay.

The city has already laid out more than \$30 million in city funds



ALEXANDER GALLARDO / Los Angeles Times

This boarded-up hotel was to have been rehabilitated as the centerpiece of Brea's Heritage Block.

for other parts of the redevelopment project. With the pieces still to be built more likely than Heritage Block to make money for the city, officials are reluctant to transfer funds from those projects to make the historical re-creation possible.

"The marketplace has just told us twice that it's more expensive to do than we can afford," said Councilwoman Lynn Daucher. "I think we've made a good honest effort to come through on this promise. But it just wouldn't be fiscally responsible to pay any more for it."

Today the Brea Hotel sits boarded up and on risers on an otherwise empty swath of land. Leaning against it, covered with tattered plastic, is the Sam's Place facade.

"It is frustrating and it's disappointing. This is one block that's been very important to us," Georgino said.

"We haven't given up. But it looks pretty tough. This was always a tough project. Other than being publicly financed, it is very, very difficult to do this kind of work."

Heritage Block is not the only effort by the city's redevelopment agency to preserve the remnants of Brea's history. In recent years, the city has refurbished an old police

station and the old City Hall, both now used by nonprofit groups. And seven Craftsman and Victorian-style houses have been preserved.

But from the beginning, Brea officials have staked their redevelopment money on creating a contemporary future for the city, rather than on the past.

Across the street from the lonely Brea Hotel, a block-long, multistory parking structure is almost complete. A shopping center with a Ralphs supermarket, Blockbuster video store and Starbucks coffeehouse is open for business. A 22-screen cinema and shopping arcade are in the works. The vast Brea Mall is nearby. Even the city's civic center embraces the modern—it shares a high-rise with an executive hotel called Embassy Suites.

"We're really trying to recapture this area as a return to the old main street of the earlier part of the century, but to do that we have to capture today's marketplace," Georgino said. "That includes modern movie theaters and the kind of retail that makes sense."

City officials say that after two failed attempts, they don't plan to go out to bid on Heritage Block again. Since the council vote, they have scaled back their plans—hop-

ing to at least save the Brea Hotel. Last week, they met with Brea Historical Society members about securing money for such a project from charitable foundations.

Estimates of how much it would take to do so exceed \$3.7 million, officials said.

"There have got to be people within this city who have the talent to raise the money," said Jane O'Brien, president of the Historical Society. "If the citizens of Brea want to rebuild their past, that would be ideal. We've got to find a way."

City officials defend their decision to buy the land for Heritage Block in the first place, and to move the Brea Hotel out of the way of the wider thoroughfare, saying that the dilapidated buildings that had been on that land needed to come down.

But until some angel appears, the city's vision to remake this corner of its history is fading away.

"People are hoping that we'll be able to make Heritage Block come true, and we're holding our breath along with everyone else," Perry said. "If someone's got a money tree we'll take it. You never know. Maybe some rich person will come in and say, I'd like to preserve historical Brea."



COUNTY

# EAGLET

Continued from B1  
found.

Leather restraints were pulled off and in one motion, Weldy launched the young eagle into the air. Onlookers watched as Tommy briefly circled the area and was soon out of sight, although the transmitter indicated he was still in the vicinity.

There was no immediate sign of a reunion, but shortly afterward, a pair of golden eagles could be seen in the distance.

The fledgling was lucky that he is part of a rare species—about 1,000 golden eagles are believed to live in California.

With only four golden eagle nests in Orange County, it was possible for Bloom, a biologist who has done extensive studies on Orange County raptors, to track where Tommy came from and make an attempt to reunite him with his parents.

Because the nests are deep in wilderness areas that are difficult to reach, the Transportation Corridor Agencies paid for a helicopter to help Bloom find where Tommy's parents are roosting.

While Bloom was searching for the raptor's parents, Weldy focused on helping Tommy regain his weight and strength.

Time was critical because the longer the young eagle spent away

from the nest, the greater his chances of being shunned by his mother and father.

"Time was important," said Weldy, director of the Orange County Bird of Prey Center. "We pumped him full of food and brought his weight to acceptable levels."

Tommy spent about a month at the center, tended only by Weldy, who feared that too much human contact would change the bird's personality and make it more difficult for him to return to the wild.

In less than a month, the eagle bulked up from just over 6 pounds to more than 9 pounds.

A crowd of volunteers and media gathered early Wednesday at the center to see Tommy off.

Among the well-wishers was Tom Herzog, a wildlife biologist who rescued the distressed bird last month while working for a construction firm building a toll road in the Anaheim Hills area.

"I wanted to see what happened to him," said Herzog, who is Tommy the eaglet's namesake. "Large predators like this aren't common and it's good for the environment to keep them around."

# OSTEOPOROSIS

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**(714) 520-0856**

**ROBIN K. DORE, M.D., Principal Investigator**  
Board Certified, Rheumatology and Internal Medicine  
1120 W. La Palma Avenue, Suite 7 Anaheim, CA 92801

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Times  
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# JENSEN



# HISTORICAL BROCK

Brew Project Task Force 1989 <sup>HIST</sup> <sup>PARK</sup>  
Committee 1989-7 1991-5

economically feasible

1. La Honda Valley Bank - APRIL 1912 BRICKS  
\$1,000.- May \$20,000.- "Really Growing"

1917 Albert Lauer - office in back  
Incorporate vote 732 Brew <sup>204 for</sup> <sup>45 against</sup>

1920 National Bank of Brew <sup>close</sup> 1934  
Cafe, furniture, P.O. early 50's Fremont

2. Wall Bldg - one of oldest 1911 First  
Commer. Bldg. faced Brew Bldg.

Craftsman - Comm. style false front  
Brew <sup>126</sup> Shop drug store - rooms upstairs

1954 T. Kirk Hill. bought moved to use

Movie Silver Street - sheriff's office

Center a.m. 1990 burned / rebuild

3. Brew Hotel - late 1912 or 1913

16 rooms bathrooms only in hall

Craftsman Bldg Comm. looked

like 2 Bldgs. w/ hall. 1939 remodelled

Brew depot many stores & movies

Hotel Kinsler, Ozark Hotel, New Sheridan & Brew



4. Delaney Bldg. Or Ash 1913  
Rooming House / 3 businesses  
Music store, print shop, Bakery  
1915 fire - Mrs Delaney shot gun  
through rafters - water low so  
bucket brigade. Mr D died 1918  
1922 Library eventually all apartments

5. Amis Place Bakery - 1915 Mr. Cannon  
til 1920 joined navy + sold - Later  
in 40's oilmen's cafe, Tony's Cafe  
early 50's Sam Landa Basque (?)  
Upstairs 3 B.R. L.R. Bath, Centerwood

6. Kinsler House Only Bldg as Museum  
Born in N.Y. - Span Am War, J. Roosevelt  
wounded at San Juan Hill, Olinda 1899  
1901 State Reform School White, 1903 drove  
spike P.E. railway 1906 home in Puerto Llan  
1911 built first home on Orange St.  
1912 " home to be preserved w/ wife  
& 3 daughters - Involved in Bra. Sch.  
Bd, 1<sup>st</sup> Secty of C.C., Incorp. head, Q.C. Bd  
of Sup. Insur, 1<sup>st</sup> City Clerk, City Recorder  
Fire Chf. Judge, Sec. Bra Oil Worker Union



Louis Sciarrotta  
559 7777



1<sup>st</sup> Pres. O.C. Central Lava Council 1920-25

Imp Hwy Assn. bid 1934 2 hr storage  
Two Bldgs Kinler Hotel La Mesa Valley Bldg  
Family is donating original furnishings  
etc. office too - Office on alley moved  
in from Brea Cyn. #149. - Office in front

7. Brea Clock - Charles 1970's returned 1979  
Luiside Railway Base 1908

8. Dept. Whitten 1903 L.H. 1909 Brea 1910  
Jo Y.L. - supposed to go to S.A. Cyn,  
Riverside & San Berns - Right of Way problems  
1938 passenger stopped / torn down 1950

9. Sewell Bldg. Orig burned 1913 built  
1914 - Brea's 1<sup>st</sup> City Hall 1917-1929  
Center of Social - Dances, wrestling, movies,  
meetings, lectures,



# m e m o r a n d u m

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**DATE:** February 5, 1992  
**TO:** Konradt Bartlam, City Planner  
**FROM:** Zai Abu Bakar, Assistant Planner *Zai*  
**SUBJECT:** PROGRAM ON THE PROPOSED HISTORIC BLOCK LETTER

The following is a list of service organizations which the attached letter was mailed to:

American Association of University Women  
226 Roundtree Court  
Brea, CA 92621  
attn: Ms. Marge Turner

American Business Women's Association (ABWA)  
P.O. Box 6555  
Fulerton, CA 92634  
attn: Ms. Jane Shellbouse

American Legion  
210 South Brea Boulevard  
Brea, CA 92621  
attn: Mr. Jerry Drake

Brea Lions Club  
P.O. Box 233  
Brea, CA 92621  
attn: Mr. Lyle Sutton

Brea Ministerial Association  
Brea Center Baptist Church  
251 South Randolph Avenue  
Brea, CA 92621  
attn: Mr. Don Powell

Brea Senior Citizens Center  
500 South Sievers Street  
Brea, CA 92621  
attn: Ms. Rosemary DeCuir

Brea Veterans Club  
P.O. Box 206  
Brea, CA 92622-0206  
attn: Mr. Leo Mitchell



Konradt Bartlam  
February 5, 1992  
Page 2

Brea Women's Club  
P.O. Box 5  
Brea, CA 92622  
attn: Ms. Kathleen Nelson

Glenbrook Women's Club  
1821 East Greenbriar Lane  
Brea, CA 92621  
attn: Ms. Margaret-Ann Ashton

Kiwanis Club of Brea  
P.O. Box 1372  
Brea, CA 92622-1372  
attn: Mr. Victor Munoz

North Orange County Board of Realtors  
1441 Brea Boulevard  
Fullerton, CA 92635  
attn: Ms. Bev Lombardo

North Orange County Business & Professional Womens Oragization  
P.O. Box 4062  
Fullerton, CA 92634  
attn: Ms. Maureen Sinclair

North Orange County Exchange Club  
P.O. Box 3986  
Fullerton, CA 92634-3986  
attn: Ms. Ruby Day

Rotary Club - Brea Noon  
P.O. Box 404  
Brea, CA 92622  
attn: Mr. Tom Flenniken

Rotary Club - Brea Sunrise  
P.O. Box 500  
Brea, CA 92622  
attn: Mr. Charlie Brown

Soroptimist Club of Brea  
P.O. Box 363  
Brea, CA 92622  
attn: Ms. Pat Tremayne



Konradt Bartlam  
February 5, 1992  
Page 3

City of Brea

Brea Chamber of Commerce  
1 Civic Center Circle  
Brea, CA 92621  
attn: Sherry Norman

V.F.W. Post #5384  
210 South Brea Boulevard  
Brea CA 92621  
attn: Mr. Larry Mikkelsen

Attachment

PROGRAM ON THE PROPOSED HISTORIC BLOCK IN BREA

Dear Mr. Norman:

The Urban Historical Commission was formed to provide an opportunity to associate themselves to the community groups in Brea. The Commission was established in September 1989 with five (5) members appointed by the Brea City Council. All members serve voluntarily and are citizens of Brea. The Commission was established to promote historic preservation within the City.

Currently, the Commission is very active in preservation activities, and one of the projects that the Commission is involved in is the proposed historic block to be located at the northeast quadrant of Brea Boulevard and Ash Street. The Commission is very enthusiastic about this proposed project and has had models completed of this block.

(The Commission would like to speak about the proposed historic block and display the models and photographs to City community groups in Brea.

If you are interested in arranging a presentation, please contact one of the Commission's staff at (714) 671-4400. They will be happy to make arrangements for you.

Sincerely,

Sharon Dean, Chairman  
Brea Historical Commission

cc:all

City Council: Earl Miles Mayor; Bernice Dunlap Mayor Pro Tem; Gerry Nelson Councilman; Keith A. Parker Chairman; Walter B. Tiedt Councilman

Civic & Cultural Center - 1 Civic Center Circle - Brea, California 92621 - TEL: 714/990-2601 - FAX: 714/990-2264





City of Brea

February 4, 1992

Brea Chamber of Commerce  
One Civic Center Circle  
Brea, CA 92621  
attn: Ms. Sherry Norman

**SUBJECT: PROGRAM ON THE PROPOSED HISTORIC BLOCK IN BREA**

Dear Ms. Norman:

The Brea Historical Committee would like to take this opportunity to introduce themselves to the community groups in Brea. The Committee was established in September 1989 with five (5) members appointed by the Brea City Council. All members serve voluntarily and are citizens of Brea. The Committee was established to promote historic preservation within the City.

Currently, the Committee is very active in preservation activities, and one of the projects that the Committee is involved in is the proposed historic block to be located at the northeast quadrant of Brea Boulevard and Ash Street. The Committee is very enthusiastic about this proposed project and has had models completed of this block.

The Committee would like to offer to speak about the proposed historic block and display the models and photographs to the community groups in Brea.

If you are interested in arranging a presentation, please contact one of the Committee's staff at (714) 671-4431. They will be happy to make arrangements for you.

Sincerely,

Sharon Dean, Chairman  
Brea Historical Committee

svcopp.ltr

City Council    Ron Isles    Burnie Dunlap    Carrey Nelson    Glenn G. Parker    Wayne D. Wedin  
Mayor    Mayor Pro Tem    Councilman    Councilman    Councilman

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# Historical Block

1. Glad all here
2. Debated in my mind — tie future + past together
2. Story of how proposed H.B. came to be "adapted" in principal by council

(A) Final Report of Brea Prop. 1989

(B) What B.P. was.  
plan future — Task Force

(C) <sup>Dev/Rev.</sup> Recommended 6 acre historical park  
park setting.

(D) Bldg to be used for commercial purpose  
+ not museums — economically feasible

(E) <sup>Dev/Rev</sup> Task force recom that Hist Comm be  
set up in city ~~made up of 7 pe~~

6 months later committee set up made  
up of 7 people

(I) was and still am.  
We were asked to take advisory  
role in dev. of historical park

## Historical Committee

Looked at each each of bldgs  
determined if and how histor signy  
made recom if should be in park

Had high hope but ~~not~~ last year July 1990,  
we had arbig shod — not economically feasible



Didn't know what going to do.

Meantime public aware - ~~took~~ tours, A Wall  
in Time, articles in paper

Didn't want bldgs going to come down.

Dark period

Earlier this year the idea of historical  
park resurrected by Council, but not  
as a park idea any longer

Nothing planned for between  
Ash + tracks on east side

so historical & block idea came  
about

★ Restored to original look

To be located where Hotel is now - fitting  
place Ash + Brea Blvd orig. center of town

→ All Bldgs to be preserved there  
when Brea became city on Feb 23, 1917

There are 6 structures

★ There are 2 other structures that may  
or may not appear in block

Talk about models + cases ~~charts~~



LA Nabua Valley Bank

- one of most  
best bldg in town  
\* Tell later

Frame Place

built in 1912 - opened April 1912  
different than most - bricks

Day opened - reception + formal ceremony  
\$7,000 deposits

May \$20,000

"really growing" - newspaper

~~skip~~ Skip up to 1917

Albert Lauener - office in back

vote taken 732 people in Brea  
204 for  
45 against

249

where were other people?

During WWI - Red cross knitted  
for soldiers

1920 - became Nat Bank of Brea - 1934 closed

Since that time - was cafe, furniture store  
post office in early 1950s - frame place

columns around outside  
fancy scroll work

To be moved across street



Wall Bldg

Used to face  
Brea Blvd.

Supposedly <sup>was</sup> one of oldest bldgs in town  
Thought built 1911 - first commer bldg.  
We know built before 1912 <sup>photo</sup> Brea Hotel

Craftsmen Comm style - false front

Downstairs - barber shop - drug store  
first barber

upstairs - rooms

Later on  
Crabill - Wall

~~that~~

Interesting story - 1954 T Kirk Hill (Kirkhill Park)

bought <sup>build</sup> commercial bldg - picked up to  
face Ash.

Used in Movie Silver Streak - sheriff's  
office

~~#~~ (Easter morning 1990) burned down  
transients living inside

Hist Comm very disappointed

To be reconstructed have plans  
~~NA~~ in original location facing Brea Blvd.



3

## Brea Hotel

Back in <sup>the very</sup> early years of <sup>old</sup> Brea a lot of the men who worked in the oil fields lived up in actual fields in houses & rooming houses, but there were so many men coming that rooms at ~~Brea~~ premium.

Brea Hotel ~~built in 1912~~ started in 1912 & finished either late that year or early 1913. There were at least (16) rooms when it first opening. Now no bathrooms except at end of hall - still a rent.

Old wood frame bldg - Craftsman Bungalow commercial style - what is other bldg?

Actually looked like 2 bldgs joined by hall - hall brought forward to make room for extra room

In 1939 <sup>remodeled</sup> succeeded in deep sandstone grey with awnings.

If you stare today 2 long halls skylights.



Downstairs <sup>new</sup> 2 stores that are empty  
middle one was lobby. - new depot

Over the years called Hotel Kusler  
Ozark Hotel  
New Sheridan  
+  
Bree Hotel.

At the top also fancy small  
work + plaque.

Changed back to original look  
picked up and moved

★ also ~~motion~~ <sup>moving</sup> picture theater  
on left side of lobby

~~1914~~  
intends  
about  
1914



④ Delaney Bldg

- located on lot behind frame place on East St

To be honest were not exactly sure when built. Believe it we know it visited in 1914 so we think it was 1913 when built

old Rooming House  
Rooms scarce. double up in rooms.

Downstairs ③ businesses - at this end  
old music store  
print shop

Bakery in the middle - more about it later  
~~Read story about Camp~~

② story In 1915 big fire in bldg Mrs. Delaney came outside of house on Walnut to call fire dept - shot gun in air shot through eaves.

In fire water pressure so lousy <sup>water from</sup> fire house could reach 2nd floor so bucket bridged & brigade

Tell story of Mrs. Delaney dying - 1918

In 1922 library moved here from Potters garage where Jackson's auto parts is now

① removed In late 1920s businesses downtown changed to apts



## Sams Place

Remember I told you bakery in Delaney Bldg. - well, it was owned by a ~~Mr. Cannon~~ in 1915 the owners decided it was too small so <sup>one of them Mr. Cannon</sup> bought a lot around corner & built what is now Sams Place. Of course it wasn't called that then. It was the Brea Bakery. Now Mr. Cannon stayed there until 1920 then he joined the navy & sold his business. It stayed the Brea Bakery for many years. ~~So~~ Butler back owners

Later became oilmen's cafe  
in 1940's Tony's cafe  
early 50's Sam Lande, <sup>hasque</sup> <sup>shepherd</sup> family  
bought it  
named Sams.

# upstairs - 3 bedrooms, living room  
tiled room bath with sink

Lots of stories

To be moved - A lot of discussion  
whether it can be moved  
or will stay on



# Brea Clock

not that old

supposedly  
old railway clock

base dated 1908

~~late 60's~~ early 70's

Charlie's antique clock shop

1979 - returned to Brea



Kinsler House - return to it - one bldg as museum

Small park ~~planned~~  
planned in center Brea Clock - tell about it later  
at rear of park - Historic Home set up  
museum to show people how people  
lived at time. Also to honor <sup>the</sup> man  
+ ~~the~~ <sup>important</sup> role he played in history of early Brea.

His name was Charles C. Kinsler

### Interesting story

1. Born in N. Y in 187
2. Served in S-A War <sup>with Teddy R</sup>  
wounded in leg San Juan Hill ~~had~~  
Stayed on battlefield - heart
3. Came to Alhida 1899 worked in fields
4. 1901 - to State Reform School in Whittier
5. 1903 - drove spike P.E Railway
6. 1906 - to Puente Lese - built home
7. 1911 - <sup>built</sup> first home on Orange St.
8. 1912 - built home to be preserved
9. Moved in with wife + 3 daughters
10. Right away got involved in downsp of town

### Some things did

1. on early school board
2. first secretary of newly-formed Coy C
3. Headed drive for incorp in 1916
4. asked by County Board of Sups to do initial census - 500
5. elected first city clerk 752
6. was city recorder
7. fire chief
8. ~~city recorder~~
9. City judge
10. first sec. of Brea Oil Workers Union . AF of L
11. first pres. of Orange Co. Central Labor Council - 1920-23
12. Imperial Navy Assoc.



Died 1934 - Mayor Hoque - 2 hr. closing of stores

★ ★ ★

Linked to 2 bldg

noticed (1) Kinsler Hotel  
incorporation

(2) La Habra Valley Bank

2 daughters in 80's 1 son  
offered to give orig  
furnishings  
clothes  
photos  
etc.

+ just there to give info

office equip too

Talk about offices

early office - real estate on Brea Blvd.

1924 - bought office in alley - Brea Canyon

#125  
\$ 200 permit to bring to Brea  
\$ 25 to move it  
4.00 nails  
2.5 carpentry  
15.00 awning

total 249.00

Architecturally  
unique

~~backyard~~

office in front

enclosed porch

backyard - no veg grown - he hated them  
first avocado tree had orange, lemon, peaches, apricots, fig trees



## Train Depot

P.E. ~~Line~~ Railway had a network of lines. This particular line  
written 1903  
La Habra 1909



Frank Noyon  
conductor

Pillsbury - present day Berry St.

Brea 1910

To Yorba Linda stopped at  
Plans to carry Santa Ana Canyon  
& into Riverside & San Bernardino  
but right of way problems.

P.E. Built most stations same  
La Habra, Yorba Linda (changed)  
Go to La Habra - basically the  
same.

In 1938 passenger service stopped  
& freight stopped in late 40's  
About 1950 boarded up &  
torn down.

Plans to possibly someday rebuild &  
used as a commuter station.



~~Brea Stock~~ - ~~antique~~

Senell Bldg.

~~Built in~~

orig bldg burned down in 1913

Built 1914 - ~~important~~ important historically

Brea's first city hall 1917-1929  
when old city hall built

Center of social life of city

upstairs auditorium

dances

wrestling & boxing matches

meetings

lectures

bricks used in walkway in  
historic block with plaque



**Dear Downtown  
Charette Designer:**

The plans for downtown Brea are advancing and we are currently working with our marketing consultants to create an identity for the overall project, as well as names for Birch Street and the Historic block.

Before proceeding further, we'd like to know which ones you like best. Please rank the three sets of names, with a "1", "2", and "3" indicating your first, second and third choices. We've also provided space in case you want to create your own favorite set of names, using one from one set and one from another.

This is not a ballot, as there are a number of marketing criteria which will guide the final selection. However, your point of view is important to us. So, please return this letter with your preferences by April 18. We appreciate your cooperation.

You will soon receive your first copy of our publication *Downtown NEWS*, which will keep you updated as the redevelopment of the downtown progresses.



Ron Isles  
Mayor

<b>Optional</b>
NAME _____
ADDRESS _____
_____
_____

**S E T A**

PROJECT  
**Brea Commons**

BIRCH STREET  
**Birch Crossing**

HISTORIC SUPERBLOCK  
**Heritage Walk**

**S E T B**

PROJECT  
**Founders Village**

BIRCH STREET  
**Birch Walk**

HISTORIC SUPERBLOCK  
**Old Quarter**

**S E T C**

PROJECT  
**Brea Commons**

BIRCH STREET  
**Birch Walk**

HISTORIC SUPERBLOCK  
**Heritage Quarter**

**S E T D**

PROJECT

BIRCH STREET

HISTORIC SUPERBLOCK

Please indicate your choices, 1 - 3, in the boxes provided. Then re-fold and staple or tape closed with the "City of Brea Business Reply" address facing out and drop in any mailbox.

**Thank You!**





CITY OF BRE  
NUMBER ONE CIVIC CENTER CIRCLE  
BRE, CA 92621-9919

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UNITED STATES

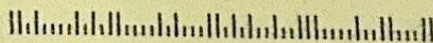


City of Brea  
Brea Civic & Cultural Center  
No. 1 Civic Center Circle  
Brea, CA 92621



Mr. Brian Saul  
505 E. Date St.  
Brea, CA 92621

B





**Dear Downtown  
Charette Designer:**

The plans for downtown Brea are advancing and we are currently working with our marketing consultants to create an identity for the overall project, as well as names for Birch Street and the Historic block.

Before proceeding further, we'd like to know which ones you like best. Please rank the three sets of names, with a "1", "2", and "3" indicating your first, second and third choices. We've also provided space in case you want to create your own favorite set of names, using one from one set and one from another.

This is not a ballot, as there are a number of marketing criteria which will guide the final selection. However, your point of view is important to us. So, please return this letter with your preferences by April 18. We appreciate your cooperation.

You will soon receive your first copy of our publication *Downtown NEWS*, which will keep you updated as the redevelopment of the downtown progresses.



Ron Isles  
Mayor

<b>Optional</b>
NAME _____
ADDRESS _____
_____
_____

**SET A**

PROJECT  
**Brea Commons**

BIRCH STREET  
**Birch Crossing**

HISTORIC SUPERBLOCK  
**Heritage Walk**

**SET B**

PROJECT  
**Founders Village**

BIRCH STREET  
**Birch Walk**

HISTORIC SUPERBLOCK  
**Old Quarter**

**SET C**

PROJECT  
**Brea Commons**

BIRCH STREET  
**Birch Walk**

HISTORIC SUPERBLOCK  
**Heritage Quarter**

**SET D**

PROJECT

\_\_\_\_\_

BIRCH STREET

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HISTORIC SUPERBLOCK

\_\_\_\_\_

Please indicate your choices, 1 - 3, in the boxes provided. Then re-fold and staple or tape closed with the "City of Brea Business Reply" address facing out and drop in any mailbox.

**Thank You!**



1917 - 1992



City of Brea  
Brea Civic & Cultural Center  
No. 1 Civic Center Circle  
Brea, CA 92621



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**CITY OF BREA**  
NUMBER ONE CIVIC CENTER CIRCLE  
BREA, CA 92621-9919





City of Brea

Agenda Item:

**COUNCIL COMMUNICATION**

Date: June 18, 1991

To : Honorable Mayor and City Council  
From : City Manager  
Subject : **HISTORICAL COMMITTEE REPORT AND RECOMMENDATIONS**

**RECOMMENDATION**

Receive and refer to staff for further study for presentation at the July 16, 1991, City Council meeting.

**BACKGROUND AND DISCUSSION**

The Historical Committee has two recommendations to present to the City Council. The first recommendation is the outcome of the responsibility of the Historical Committee to establish policies that guide preservation of historic resources. In updating the 1981 Survey of Historic Structures within the City, the committee discovered that many of the historical structures had been altered in such a manner that it precluded them from being considered historical. Other historical structures had been demolished. The Historical Committee believes that the remaining historical structures could be preserved if the property owners were given incentives to do so. This could be done through the establishment of Historical Overlay Zones. The structures within the specified zones would then be eligible for special grants, tax credits, and preservation enhancing building codes. By providing these benefits to the property owners in the Historic Overlay Zones, the historic structures would have a greater likelihood of being preserved. It could also reinforce neighborhood pride. The Historic Committee would be available to assist in defining the blocks to be included in these zones and to provide recommendations covering the guidelines for these areas.



In addition, the Historical Committee recommends establishing a program for preserving individual historic structures not included in Historic Overlay Zones. These structures could be designated as local landmarks and thereby qualify for the same benefits available in the Historic Overlay Zones. The Historical Committee could use its expertise to assist the City Council in identifying these structures.

The second recommendation of the Historic Committee is comprised in the responsibility of identifying historical structures that warrant preservation. The Historical Committee completed a booklet titled Historic Opportunities for Downtown and Historic Resource Catalog in which significant historic features were identified. The Historic Committee now recommends the preservation of several of these structures in an "Historic Block." The proposed Historic Block could be an addition or extension of the proposed new Downtown area, such as the area on the east side of Brea Boulevard, north of Ash Street. This block is currently the site of the Brea Hotel, one of the earliest structures in the history of Brea and one of the structures listed in the Historic Opportunities booklet. The Wall building was also located in this block at the corner of Ash Street and Brea Boulevard before it was destroyed by fire last year. This building could be reconstructed from the plans drawn before the building was demolished. Another feature of the proposed Historic Block would be the retention of the Brea clock.

The Brea Hotel, when restored to its original facade, and the Wall building have similar architectural styles. Another building with similar architectural features is the old Brea Bakery or "Sam's Place" as it is known



today. This structure could be moved to the proposed Historic Block. Also, the Delaney House which was located on the south side of Ash Street, west of Brea Boulevard is another example of the early architecture in Brea and it could be reconstructed in the Historic Block.

The early town of Brea included homes interspaced with commercial buildings and therefore, a residential dwelling would be appropriate in the proposed Historic Block. The Historical Committee would recommend the relocation of one of the many homes that currently exist in the downtown area. One such home would be the Kinsler Home presently located at 129 South Orange Avenue. The original owners of this house played an important role in the early history of Brea. An important role was also played by another building recommended for inclusion in the Historic block, and that structure is the La Habra Valley Bank building currently the location of That Frame Place at the southwest corner of Brea Boulevard. This building was the location at which incorporation papers were signed for the City of Brea. If the building was relocated and restored to its original architecture, it would provide a unique contrast for the Historic Block.

The combination of the aforementioned structures in an Historic Block could recreate Brea's past heritage for future generations to enjoy. The historic structures proposed could also provide affordable housing for Brea residents, office or commercial space, and a location for an historical museum. The preservation, relocation, and reconstruction of the structures would enhance the new downtown area while still retaining part of Brea's past.



FISCAL IMPACT

The fiscal impact to the General Fund is unknown at this time.

Respectfully Submitted,

\_\_\_\_\_  
Frank Benest, City Manager

Prepared by,

Concurrence,

\_\_\_\_\_  
Lisa Donnell  
Senior Planner

\_\_\_\_\_  
James R. Cutts  
Director of Development Services

HISTRPT.CCM



# m e m o r a n d u m

**DATE:** August 2, 1991  
**TO:** Honorable Mayor and City Council Members  
**FROM:** Historical Committee  
**SUBJECT: DOWNTOWN PLAN RECOMMENDATION**

=====  
At their meeting of August 1, 1991, the Historical Committee approved a recommendation to the City Council which proposes saving several features of the older buildings along Brea Boulevard and replicating other features in the Brea Towne Plaza Specific Plan. This recommendation was first presented to the Planning Commission at their meeting on July 9, 1991. The replications proposed apply to the new commercial buildings in front of the new parking structure on the west side of Brea Boulevard between Ash Street and Birch Street. The architectural design for these buildings has not been determined. The Historical Committee proposes to use the special features of the existing downtown commercial buildings to create the architectural style for this area.

The recommendation presented to the Planning Commission has been refined by the Historical Committee since the Planning Commission Meeting. The Historical Committee proposes that the architect incorporate the following features and/or use the following designs and materials in the commercial buildings proposed on the West side of Brea Boulevard between Ash and Birch Streets:

1. Use the design of the layered look above the entrance of 100 S. Brea Boulevard. (see photo #1)
2. Save the bricks from the Sewell Building for use throughout the Historical block in walks and planters. Replicate the entries and display windows at 105, 107, & 109 S. Brea Blvd. (see photo #2)
3. Duplicate design under eaves and possibly the double door entrance at 124 S. Brea Boulevard. (see photo #3)
4. Replicate design of recessed entrances, display windows and roof lines at 116, 118 and 120 S. Brea Blvd. (see photo #4)
5. Salvage bricks and replicate circular window behind facade at 146 S. Brea Blvd. (See photo #5)



Downtown Plan Recommendation

August 2, 1991

Page 2

6. Save glazed bricks and both light and dark tan bricks to replicated design and roof line on smaller store front of 206 S. Brea Blvd. (see photo #6)
7. Save the blue door and the transom and duplicate the arched window design on the second floor of 110 S. Brea Boulevard. (see photo #7)
8. Save bricks and cream colored molding around store fronts; replicate roof line of 221 S. Brea Blvd. (see photo #8)
9. Save bricks and replicate design of store front at 227 S. Brea Blvd. (see photo #9)
10. Save glazed bricks and gold colored bricks at 133 S. Brea Blvd. to replicate roof line and decorative designs in original color. (see photo #10)

The Historical Committee recommends the City Council direct the architect for the Downtown Plan to meet with the Historical Committee to further refine these suggestions and incorporate them in the final architectural design for the specified area. The Historical Committee feels that the replication of these designs and the saving of the materials where possible will help to reflect Brea and be compatible with the architectural design already contemplated by the Watt organization.

cc: James R. Cutts, Director of Development Services Dept.  
Konradt Bartlam, City Planner  
Lisa Donnell, Senior Planner

\\histfaca.ccm



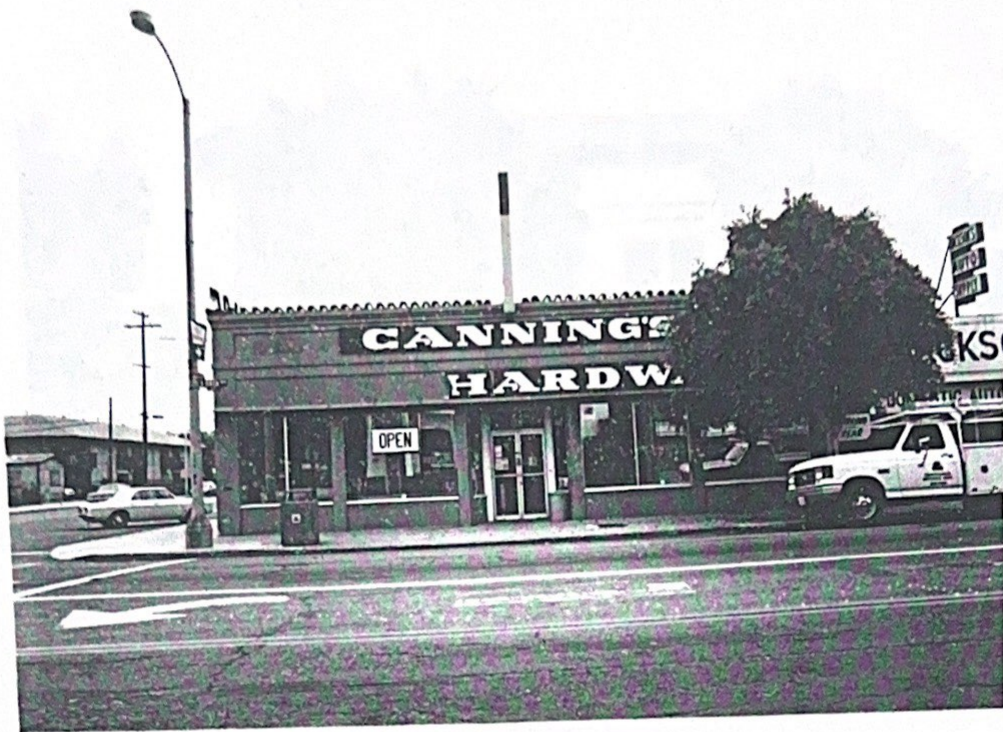


PHOTO #1



PHOTO #2





PHOTO #3



PHOTO #4



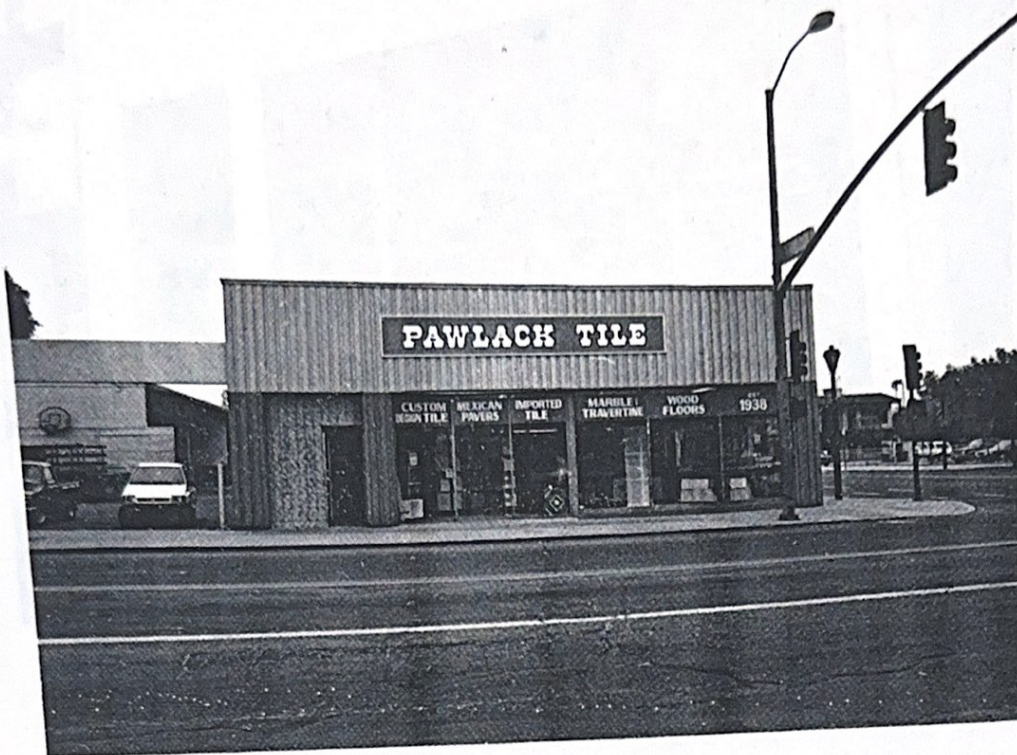


PHOTO #5

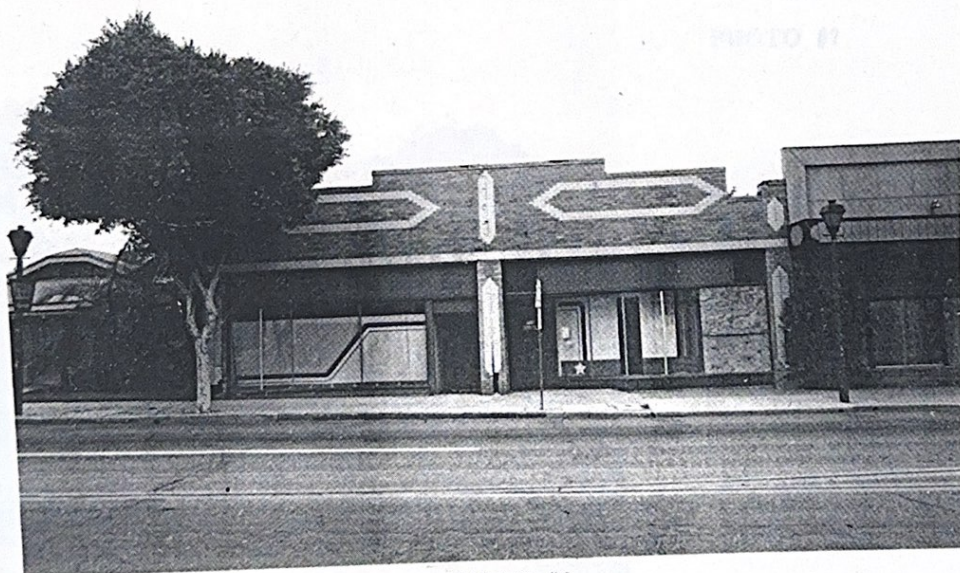


PHOTO #6





PHOTO #7

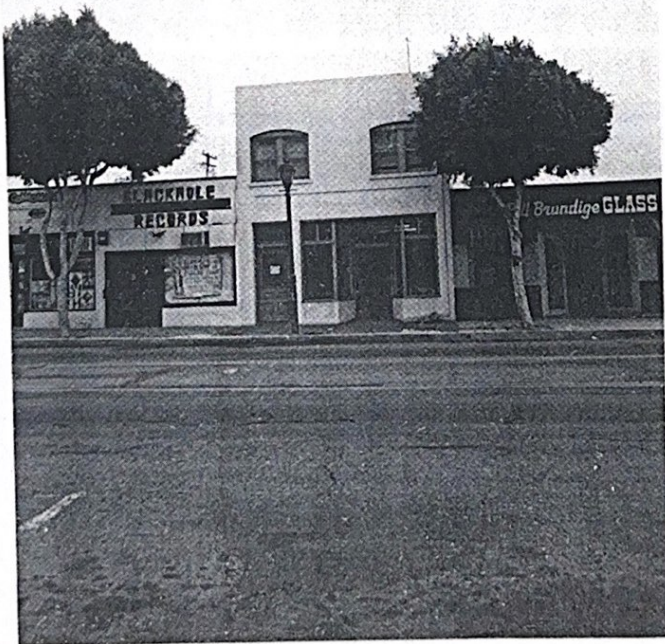






PHOTO #8

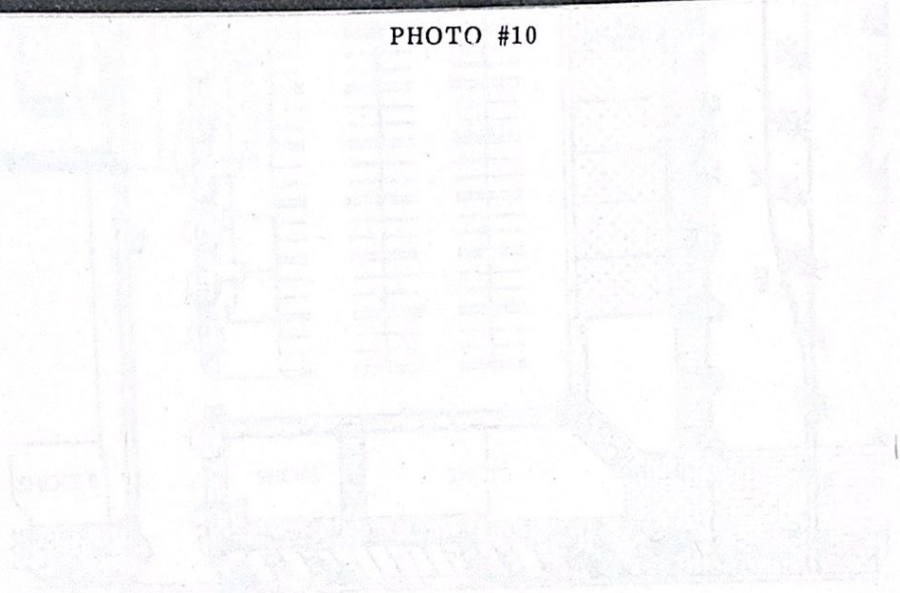


PHOTO #9





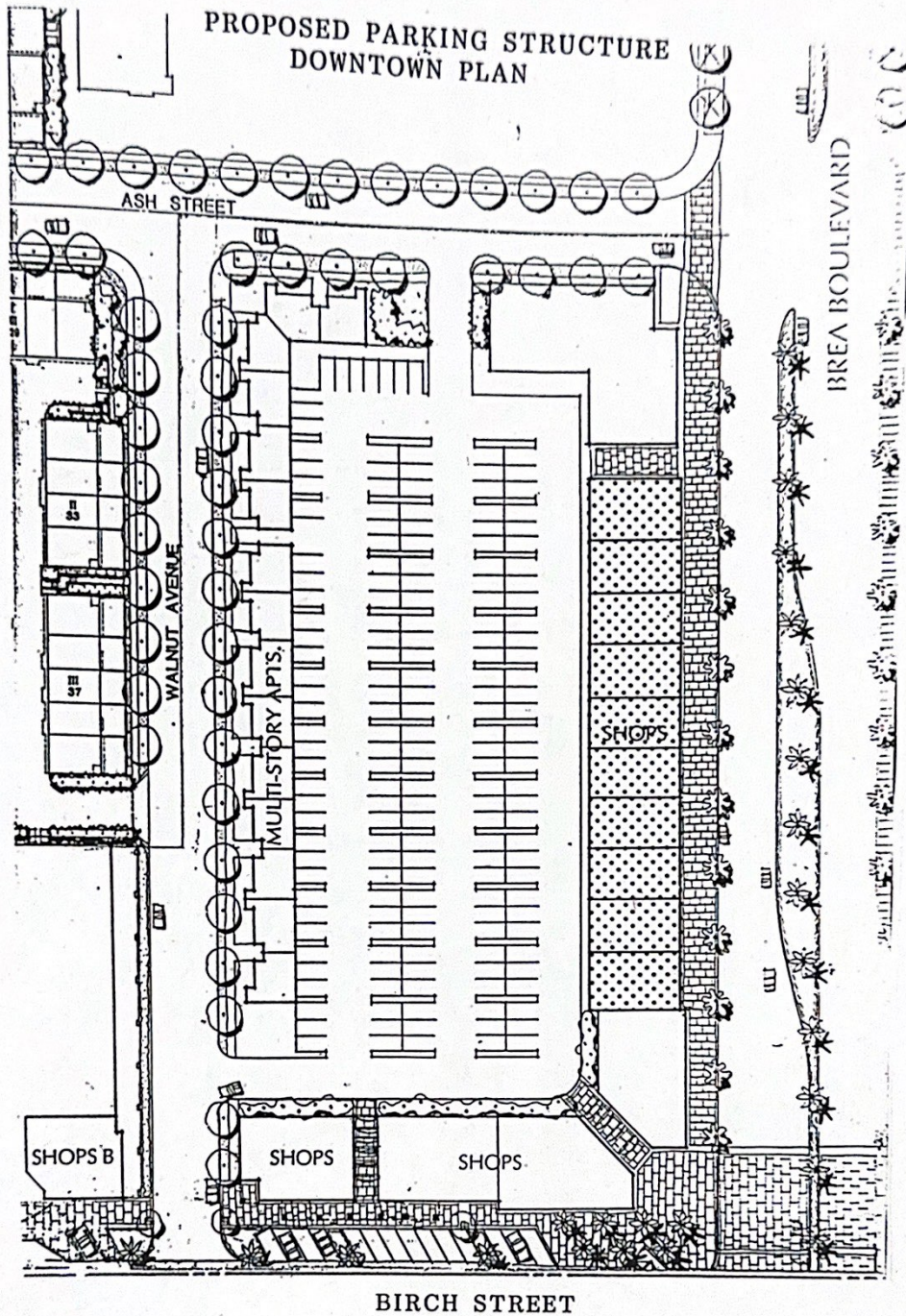
PHOTO #10



MICH STREET

APPROXIMATE LOCATION FOR ARCHITECTURAL REPLICATION  
OF EXISTING DOWNTOWN FEATURES AND MATERIALS.







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**COUNCIL COMMUNICATION**

Date: August 6, 1991

To : Honorable Mayor and City Council

From : City Manager

Subject : **DOWNTOWN HISTORIC BLOCK**

RECOMMENDATION

Endorse the concept plan and direct staff to proceed with the project.

BACKGROUND AND DISCUSSION

At the June 18, 1991 City Council Meeting, the Historical Committee recommended to the City Council the creation of an Historic Block in the new Downtown area. The Committee recommended the block's location to be on the east side of Brea Boulevard, north of Ash Street. Several structures were recommended to be relocated to this block. The City Council directed staff to further define the project including possible funding sources and bring it back for additional review.

Staff and the Historical Committee has developed a possible site plan for the project with the assistance of Thirtieth Street Architects, Inc. The historic block schematic site plan is shown in Attachment 1. Beginning at Ash Street and Brea Boulevard and proceeding north, the first structure on the proposed block would be a historic house. It could be located in a plaza area which also could contain the Brea Clock. The second structure could be the relocated and rehabilitated La Habra Valley Bank Building. This building, in its original design, contained ornate columns facing a corner intersection and this



corner presentation could enhance the corner Plaza area. Directly north of the bank building could be the reconstructed Wall building. The area behind the Wall building could be used for a parking lot with access from the existing public alley. The rehabilitated Brea Hotel could be the next building, and it could be located in about the middle of the block. Around this structure, as well as all the structures on the block, would be large, open, landscaped areas. The reconstructed Delaney House could be North of the Brea Hotel, and behind it could be a passive park for the use of the area residents. Sam's Place could be moved to the northern boundary of the block. An elevation of the proposed block is shown in Attachment 2. As the elevations indicate, the architectural styles of the proposed structures are similar with just enough contrast to provide variety. The size of the proposed buildings and their possible uses are detailed in Attachment 3. As is suggested in the chart, there is the possibility for both commercial and residential uses which are extensions of the uses proposed for the new Downtown.

The Planning Commission has reviewed the Historic Block concept plan and perceives it to be a viable project.

#### **FISCAL IMPACT**

The fiscal impact to the General Fund is unknown at this time; however, staff has researched several possible funding sources for the project. The above sources are detailed in Attachment 4.



HISTORIC REHABILITATION  
BUILDING AREA AND POSSIBLE USES

Respectfully Submitted,

	BUILDING AREA (square feet)	NUMBER OF STORY	POSSIBLE USES
Sam's Place	2,335	2	First Floor - Commercial Second Floor - Office
Delaney House	3,584	2	First Floor - Commercial Second Floor - Housing
Bl... ..	2,100	2	First Floor - Commercial Second Floor - Housing
Wall Building	2,816	2	First Floor - Commercial Second Floor - Commercial
La Habra Valley Bank	4,000	1	First Floor - Commercial
Kingston House	1,100	1	First Floor - Museum

Frank Benest  
City Manager

Prepared by:

*Lisa Donnell*

Lisa Donnell  
Senior Planner

Concurrence:

*James R. Cutts*  
James R. Cutts  
Director of Development Services

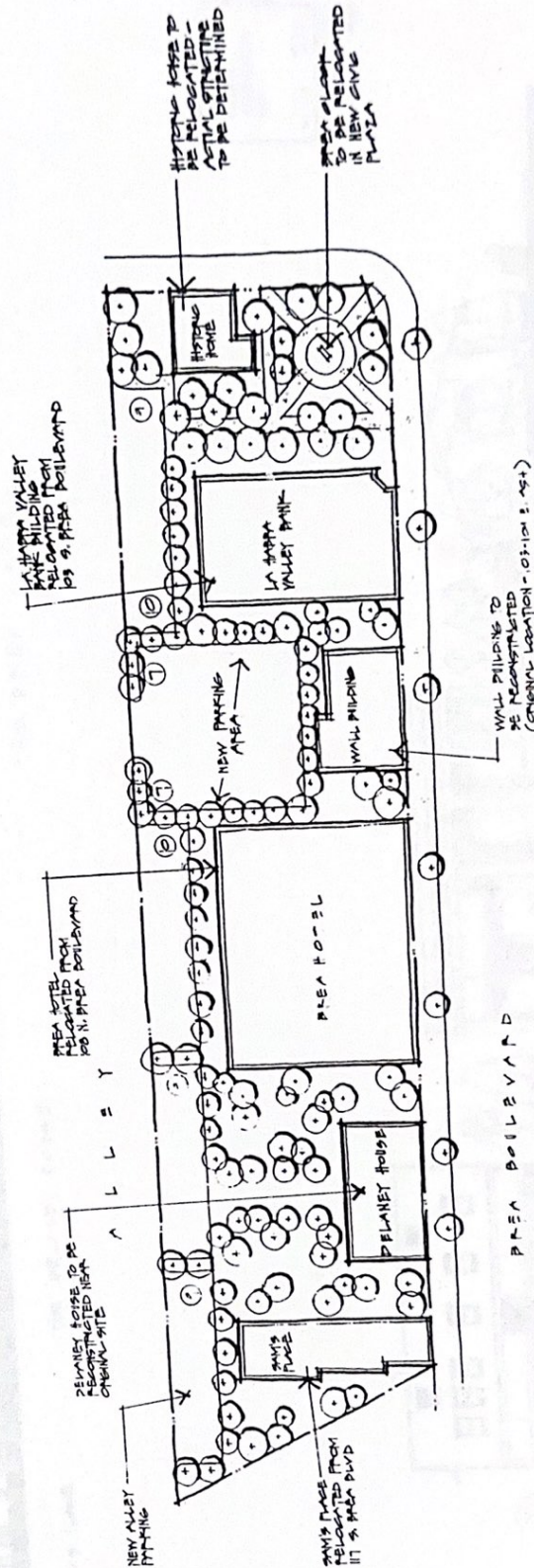


**HISTORIC REHABILITATION  
BUILDING AREA AND POSSIBLE USES**

	<b>BUILDING AREA (square feet)</b>	<b>NUMBER OF STORY</b>	<b>POSSIBLE USES</b>
Sam's Place	2,335	2	First Floor - Commercial Second Floor - Office
Delaney House	3,584	2	First Floor - Commercial Second Floor - Housing
Brea Hotel	14,200	2	First Floor - Commercial Second Floor - Housing
Wall Building	2,816	2	First Floor - Commercial Second Floor - Commercial
La Habra Valley Bank	4,000	1	First Floor - Commercial
Kinsler House	1,200	1	First Floor - Museum

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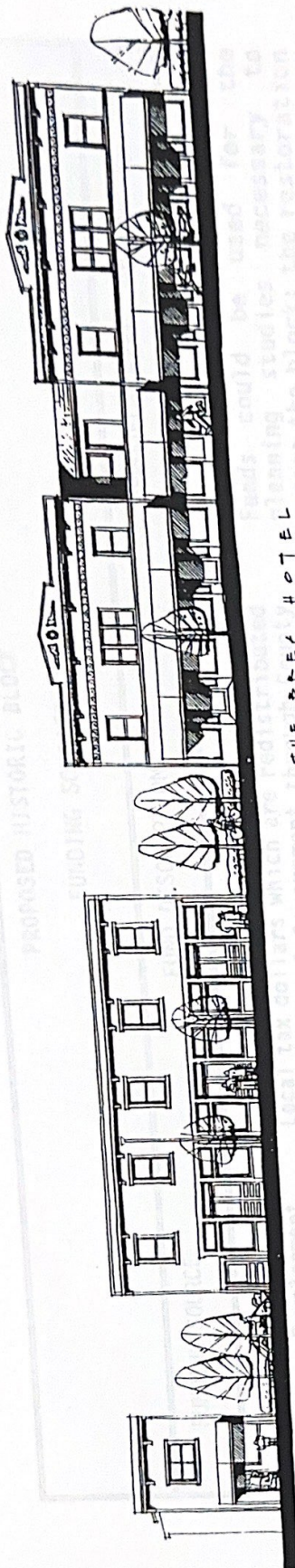


CITY OF PUEBLO - HISTORICAL STUDY  
**SCHEMATIC SITE PLAN**

DATE: 11.13.11  
 DRAWN BY: B



PROPOSED HISTORIC BLOCK



THE WALL BUILDING

THE DELAKEY HOUSE

THE PIER HOTEL

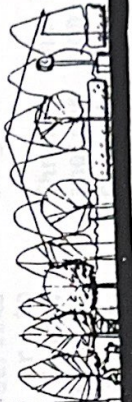
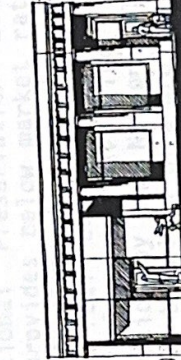
THE WALL BUILDING

LA HERRA VALLEY BANK

TISTOLC HOYE - GOOD OLD BREW PUB

thirtieth  
street  
architects  
inc.

Grant and Loan Programs



CITY OF BREA HISTORIC PRESERVATION  
BREA BOULEVARD EAST ELEVATION

SCHEME: B



ATTACHMENT 2



PROPOSED HISTORIC BLOCK		
FUNDING SOURCES		
FUNDING SOURCE	FUND DESCRIPTION	PROJECT APPLICABILITY

Community Development Block Grants (CDBG)

Local tax dollars which are redistributed by the Federal Government through County programs based on the cities' size and distress factor, including age of housing. At least 51% of the funds must be spent to benefit low and moderate income persons. Monies can be targeted for historic preservation.

Grant and Loan Programs

The National Trust for Historic Preservation offers a variety of financial assistance programs. The National Preservation Loan Fund (NPLF) provides below market rate loans to preservation groups to undertake specific real estate projects or to create local revolving funds. Participation by the National Trust is never more than half of a project's cost. The Inner-City Ventures Fund (ICVF) is a financial and technical assistance program for nonprofit community development organizations undertaking housing and commercial rehabilitation projects benefiting low-income residents.

Through the Brea Foundation or another non-profit, an application for a low interest loan to rehabilitate the bank building and Sam's Place could be sought.

Through the Brea Foundation or another non-profit, assistance could be sought for rehabilitation of the Brea Hotel for low-income housing through the ICVF.



**PROJECT APPLICABILITY**

**FUND DESCRIPTION**

**FUNDING SOURCE**

A grant from the Preservation Services Fund could be sought to cover the necessary planning and technical studies for the block.

The Preservation Services Fund (PSF) is a matching grant program for preservation planning, education projects and conference.

The Critical Issues Fund (CIF) provides matching grants to local governments seeking support for research or model projects that pursue broadly applicable solutions to pressing preservation problems.

A grant under (CIF) could be requested to demonstrate how the Historic Block solves the issue of historical preservation and low-income housing.

Loans for Single Residential Housing

The State of California has targeted a portion of its Deferred Payment Rehabilitation Loan Program toward increasing the funds available for residential hotel rehabilitation.

A low-interest loan could be sought to rehabilitate the Brea Hotel and maintain affordable rent rates after rehabilitation.

Marks Historical Rehabilitation Act

This act provides authority for cities and redevelopment agencies in California to issue tax-exempt revenue bonds for the purpose of financing historical rehabilitation of buildings with local, state or national significance.

Revenue bonds could be issued to rehabilitate Sam's Place, the Brea Hotel, The Bank Building, and the historical house.

Donations/Partnership with Non-profit organizations

Donations can be elicited from organizations, groups, businesses, or corporations to furnish the historical buildings. Nonprofits, because of their charter can receive funds not available to local governments. Investment Partnerships with other non-profits and with private sector investors could be formed to increase available working capital.

Donations could be used to help furnish the historical house, and perhaps the Brea Hotel and the Delaney House. A partnership could be formed with the Orange County Housing Corporation to manage and construct the Delaney House for low-income persons.



FUNDING SOURCE

FUND DESCRIPTION

PROJECT APPLICABILITY

Redevelopment Funds

The agency can purchase property and resale it at a considerably lower price to a private party willing to improve the property under certain terms. The 20% set aside funds for low income housing can be used to rehabilitate or construct new housing for low to moderate income families. Using their tax increment financing, loan programs can be set up to revitalize and renovate businesses and buildings. Agencies can use their powers to designate land use.

The Brea Hotel and the Delaney House could be partially financed through redevelopment 20% set aside funds. Increment financing could be used to construct the Delaney House and the Wall Building. Restoration of the bank building, the historical house, and Sam's Place could be partially funded through special loan programs.

Rehabilitation Tax Credits

Current tax laws provide a 20% Investment Tax Credit for all hard and certain soft construction costs associated with rehabilitating the following commercial or residential income-producing buildings: those listed individually in the National Register; those considered to contribute to a Nation Register district; those listed individually or contributing to a state or local historic district that meets standards established by the National Park Service.

By designating the historic block as a historic district and obtaining approval for such designation from the National Park Service, a private developer could recoup a 20% Investment Tax Credit and the project which might otherwise seem not cost effective could become more economically feasible.

Historic Easements

Preservation

A charitable contribution deduction is allowed for the donation of an historic preservation easement to a local government. The donation of the easement on older commercial buildings in active central business districts may yield substantial tax benefits to developers.

An historic preservation easement will be placed on all buildings in the Historic Block allowing for the tax benefits of a charitable contribution deduction for all building owners. This could help to make the project more economically feasible to private developers.



# Brea officials turn down historical park

Wed., July 11, 1990

Daily Star-Progress

By Mark Berg  
DSP Staff Writer

BREA — A historical park as part of the downtown redevelopment is not economically feasible, according to city officials, a determination that calls into question the fate of several historic buildings set aside for preservation.

The decision rejects a proposal made by the city's Historical Committee to move five buildings of historical significance

into a clustered park setting where people could walk through and gain an understanding of the city's heritage. While some would maintain a commercial use, according to the proposal, others would serve as museums of Brea artifacts, mostly relating to the oil industry that built the town in the early 1900s.

The decision also rejects the recommendation made by the Brea Project last year, a compre-

hensive, city-sponsored conference that allowed citizens to provide direction for the future of the city.

"We recommend that a historical park be established within the downtown redevelopment area," the final report of the Brea Project reads. "This would link the culture of the past to that of the present through the preservation of historic buildings, stimulation of economic development, by recycling old

buildings to attract more business and shoppers to the area, and provide an area for historical, informational and visual impact to the community, fostering a sense of pride."

Meeting in closed session last month to discuss the characteristics of the downtown project, including the Historical Committee's proposal, the City Council said "recreation of those historic structures should take place along Birch Street as a commer-

cial street as opposed to a park-like setting," according to minutes of the June 21 meeting of the Historical Committee.

"What they want to do ... is recreate the fronts of the buildings along Birch Street," said Brian Saul, chairman of the Historical Committee. "This has nothing to with preservation."

Mayor Carrey Nelson and City Manager Frank Benest said opposition to dedicating an entire block to historical buildings

was one of economics.

"Unless you have those buildings occupied ... they'll just go down in disrepair," said Nelson. Placing them along Birch Street or Brea Boulevard, inhabited with retail functions, would best help to preserve images of the past, he said. "Along Birch or along Brea, they (would) get used, seen, kept up."

"The people that are pushing the historical park idea are dedi-

(Continued on Page 2)



(Continued from Page 1)

cated people," Nelson added. "What happens when they're not around?"

Saying that the council's decision is in keeping with the downtown master plan created during the Brea Project, Benest said it makes more sense to place the buildings throughout the project.

"You're talking about a lot of money here," he said, pointing out that downtown space is limited and must be dedicated to retail use. The 50-acre redevelopment, under negotiation with the Watt/Craig Joint Venture development group, also includes housing elements.

City planner Konradt Bartlam's report back to the Historical Committee said that the Jamison House, one of the oldest in the city, could be kept in the city, along with an antique oil pumping unit and derrick. It was unclear whether the Jamison House, known as a "box house," would serve as a museum. Other houses, not able to support retail functions, should be moved outside of the downtown area, according to the minutes.

In this way, Nelson said, residents could live in the historic single-family homes under terms that the structures be preserved and allowed to be viewed on certain occasions.

Among the buildings the Historical Committee originally proposed for the park were:

Sam's Place, a bar; the Wall Building, recently burned and demolished; and the Brea Hotel.

Of primary concern to Saul, who said the committee would continue to push for a historic park, is the complete preservation of the downtown structures. "We're just concerned because once these buildings are gone, they're gone forever," he said.

This sentiment was echoed in the Brea Project report: "The City may never again have the opportunity to undertake such an important preservation effort." Six acres were deemed suitable to be set aside for a park, according to the report.

Should the council feel that recreation is a better alternative to relocation, Saul said accuracy would be paramount. "Not cutesy, otherwise we end up with what looks like Main Street at Disneyland."

The expense of a facade is much cheaper, Saul pointed out, a fact that could weigh heavily in the ultimate decision of the economic-minded negotiators.

The feeling of the community group, city planners and developers that formed the Brea Project, however, was that a historical park could be made to be self-sustaining with retail elements, help from grant funds, private donations and the Brea Foundation, which donates to the city's cultural and recreational needs.

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# Brea reveals plan to save landmarks

By Tony Saavedra  
The Orange County Register

BREA — Some historical buildings doomed by downtown redevelopment could be saved under a costly plan unveiled this week by the city's Historical Committee.

The proposal, pitched Tuesday to the City Council, calls for six historical buildings to be moved to or rebuilt on a 1½-acre site outside the downtown redevelopment project. The resurrected buildings could be used for low-cost housing, offices and a museum, the committee said.

The panel of preservation-minded residents was formed by the council in 1989 to identify downtown structures that are worth saving and can be moved without irreparable damage.

There are two major hurdles to the group's plan.

Moving or duplicating the buildings would carry a hefty price, easily hitting \$3 million, city officials said. Exact costs have not been determined.

Moreover, the city doesn't own the land proposed for the so-called Historic Block, on the east side of Brea Boulevard, north of Ash Street and south of the Southern Pacific railroad tracks. Some businesses would have to be moved, lengthening the list of merchants displaced by efforts to revitalize the aging downtown district, city planner Konrad Bartlam said.

The plan will be studied by city planners and returned to the council July 16. Redevelopment dollars, developer contributions and federal funding could be tapped for the preservation project, Bartlam said.

The proposal is aimed at soothing residents who want to keep at least a few historical buildings from being bulldozed to make way for a 50-acre commercial center and widening of Imperial Highway.

City officials hope to cement a deal by early August with Watt-Craig Joint Venture to develop the downtown commercial center and unleash the wrecking ball in September.

Earmarked for preservation are:

■ The wood-frame Brea Hotel, 108 N. Brea Blvd., the city's first lodge, built in 1913.

■ Sam's Place, a barnlike, red building that served as a bakery and a watering hole the past 76 years.

landowners to preserve historical buildings.

In a related vote, the council agreed 4-0 Tuesday to turn the ad hoc Historical Committee into a permanent five-member group overseeing preservation programs. Councilman Burnie Dunlap was away on business Tuesday.

In other action, the council unanimously gave a 10.25 percent pay raise to City Manager Frank Benest, pushing his yearly salary to \$130,059 from \$117,967. The salary boost comes despite potential cuts in the city's proposed \$24 million budget to make up for a \$1.5 million shortfall.

■ The Kinsler House, 129 S. Orange Ave., a two-bedroom bungalow built in 1912 and home to Charles Kinsler, Brea's first city clerk.

■ The old La Habra Valley Bank, 103 S. Brea Blvd. Brea's incorporation papers were signed at the bank in 1917.

Also recommended for preservation are a 12-foot-tall, metal street clock and the "Brea Welcomes You" sign that for 57 years has stretched across Brea Boulevard.

Structures that could be duplicated are the Wall building, 105 E. Ash St., and the Delaney House, 112 W. Ash St. The Wall building, built in 1911, was the oldest commercial structure in town before burning last year in a suspected arson fire. The Delaney House, a two-story rooming house built about 1913, was demolished three years ago.

The Historical Committee on Tuesday asked the council to create planning zones offering tax breaks and other incentives for



*Presentation to  
City Council on 6/18/91  
Brea Sub  
delivered it*

PROPOSED HISTORICAL BLOCK

Title Slide

THE CITY OF BREA CONTAINS MANY BUILDINGS OF HISTORICAL INTEREST.

Brea Blvd. North of Birch

THE BREA HISTORICAL COMMITTEE RECOMMENDS THE ESTABLISHMENT OF A HISTORICAL BLOCK ALONG BREA BOULEVARD. THE BLOCK COULD BE LOCATED ON THE EAST SIDE OF BREA BOULEVARD NORTH OF ASH STREET AND EXTEND TO THE RAILROAD TRACKS.

Brea Blvd. from Ash Street to Railroad Tracks.

*wooden*  
THE BREA HOTEL IS THE MOST PROMINENT BUILDING ON THIS BLOCK AND IT COULD BE RESTORED TO ITS ORIGINAL FACADE. THE FIRST FLOOR COULD REMAIN COMMERCIAL AND THE SECOND FLOOR COULD PROVIDE AFFORDABLE HOUSING.

Brea Hotel Title Slide

Brea Hotel (2 Slides)

*wooden*  
THE ORIGINAL FACADE OF THIS BUILDING IS REMINISCENT OF THE FALSE FRONT COMMERCIAL STYLE AND THIS STYLE COULD SET THE THEME FOR THE BLOCK.

Historical Picture of The Brea Hotel

THE WALL BUILDING WHICH WAS ORIGINALLY LOCATED NEXT TO THE BREA HOTEL BUT WHICH WAS DESTROYED BY FIRE, COULD BE RECONSTRUCTED FROM THE DETAILED PLANS COMPILED BEFORE THE BUILDING WAS DEMOLISHED. THIS STRUCTURE WAS ONE OF THE BEST EXAMPLES IN ORANGE COUNTY OF EARLY, FALSE-FRONT COMMERCIAL BUILDINGS.

- a) Wall Building Title Slide
- b) Show slide after fire
- c) Show slide before fire



SAM'S PLACE ALSO TYPIFIES THIS TYPE OF COMMERCIAL EDIFICE, AND IT STILL REMAINS TODAY BASICALLY THE SAME AS IT WAS WHEN IT WAS ORIGINALLY CONSTRUCTED IN 1915. THIS BUILDING COULD BE RELOCATED TO THE HISTORICAL BLOCK.

Show Title Slide of Sam's Place

Sam's Place (2 views)

THE DELANEY HOUSE, ANOTHER HISTORICAL STRUCTURE WHICH ~~WAS~~ <sup>has</sup> ~~DEstroyed BY FIRE~~, <sup>been removed</sup> COULD ALSO BE RECONSTRUCTED IN THE HISTORIC BLOCK. THIS STRUCTURE NOT ONLY TYPIFIES THE CRAFTSMAN-STYLE ARCHITECTURE, BUT IT ALSO WOULD PROVIDE SPACE FOR COMMERCIAL AND OFFICE AS WELL AS HOUSING JUST AS IT DID IN THE <sup>early</sup> 1900'S.

Delaney House Title Slide

Show historical picture of Delaney House.

(2 slides)

AS WAS COMMON WITH TOWNS OF THE EARLY 1900'S, BREA'S <sup>scattered</sup> DOWNTOWN AREA WAS INTERSPACED WITH SINGLE-FAMILY RESIDENCES. THE HISTORIC COMMITTEE WOULD RECOMMEND MOVING ONE OF THESE HOMES TO THE HISTORIC BLOCK SUCH AS THIS COLONIAL REVIVAL HOUSE ON THE CORNER OF BREA BOULEVARD AND BIRCH, OR

Historic Houses Title Slide

Corner house (Birch at Brea Blvd.)

THE KINSLER HOUSE, A CRAFTSMAN BUNGALOW WITH A FRONT-FACING GABLE WHICH IS LOCATED ON ORANGE AVENUE. TWO OTHER POSSIBLE CRAFTSMAN-STYLE HOMES WHICH ARE APPROPRIATE FOR THE PROPOSED BLOCK ARE LOCATED ON WALNUT AVENUE. (Pause)

Kinsler House (front view)  
(128 Orange)

Show 103 Walnut

Show 128 Walnut



THE LAST STRUCTURE PROPOSED FOR THE BLOCK WOULD BE THE FORMER LA HABRA VALLEY BANK BUILDING. THIS BUILDING STILL EXISTS AT THE CORNER OF ASH AND BREA BOULEVARD ALTHOUGH IT HAS BEEN EXTENSIVELY ALTERED. THE COMMITTEE WOULD RECOMMEND RELOCATING THE BUILDING AND RESTORING IT TO ITS ORIGINAL FACADE. IT WOULD PROVIDE CONTRAST AND INTEREST TO THE PROPOSED BLOCK BESIDES REPRESENTING THE LOCATION WHERE RESIDENTS VOTED FOR THE INCORPORATION OF THE CITY OF BREA.

#### LaHabra Bank Title Slide

- a) Show "That Frame Place"
- b) Show historical building of La Habra Valley Bank

THE LAST, BUT CERTAINLY NOT LEAST, FEATURE TO REMAIN IN THE BLOCK WOULD BE THE BREA CLOCK. ALTHOUGH NOT FROM THE EARLY DAYS OF BREA, THIS CLOCK WAS INSTALLED IN THE 1970'S AND REPRESENTS DOWNTOWN BREA. IT COULD BECOME A FOCAL POINT IN THE PROPOSED HISTORICAL BLOCK.

#### The Brea Clock Title Slide

Brea Clock Installed Slide

Brea Clock "Now" Slide

THE BREA HISTORICAL COMMITTEE FEELS THIS RECREATION AND RESTORATION OF BUILDINGS WOULD HELP TO PRESERVE BREA'S PAST FOR FUTURE GENERATIONS WHILE STILL MAINTAINING A VIABLE LINK TO THE NEW DOWNTOWN.

Downtown Brea Boulevard

Child by Tree Slide

Credit Title Slide

I'd also like to add that with Brea's Diamond Jubilee ~~celebration~~ coming up next year celebrating our 75 years as a city, this historical block would be a great tie-in to the jubilee since all the ~~these buildings~~ structures ~~would like preserved~~ we'd like preserved ~~in the block~~ <sup>there</sup> ~~to be here~~ ~~as opposed~~ ~~to~~ at the time of our incorporation.



# BREA: P

Continued from B1 heritage.

"It's back to the drawing t  
It's a really hard, unexp  
turn," Brea Councilwoman  
Perry said. "I'm a longtime  
torical Society member, so this  
killer. This is a tough one.  
we're sort of at the end of the  
with redevelopment funds. T  
is no more money."

Heritage Block, planned for  
northeast corner of Brea Boule  
and Ash Street, is a key piec  
Brea's 55-acre, \$100-million  
development project, which b  
in 1989.

Although never envisioned  
city officials as a significant  
eneue generator, Heritage B  
was instead to be the fulfillme  
a promise made to preservatio  
as part of negotiations to mod  
ize Brea's downtown.

As conceived by the city,  
would incorporate low-incom  
housing, shops and offices inside  
rebuilt structures that made up  
the very soul of old Brea.

**A**long with the refurbished  
Brea Hotel—moved about 10  
feet last year when Brea Boulevard  
was widened—the project was to  
include four other buildings built  
between 1900 and 1930, re-created  
from photographs and architectu-  
ral drawings.

Among the businesses once in  
the buildings were La Habra Val-

# Brea's Historic Area Falls on Hard Times

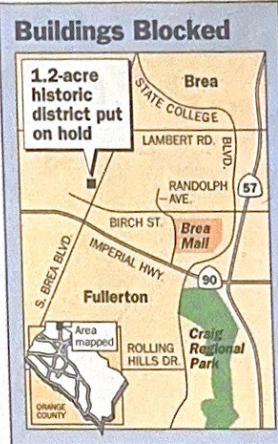
■ **Development:** Effort to re-create turn-of-century downtown core is proving too costly. As project gathers dust, 'it's back to the drawing board.'

By ESTHER SCHRADER  
TIMES STAFF WRITER

**BREA**—A city plan to recapture downtown Brea by having a developer refurbish a turn-of-the-century hotel and re-create four historic buildings bulldozed in the 1980s has stalled—but not before the city spent more than \$1.3 million on the project.

Officials had hoped to sign a contract with a developer to build Heritage Block, a proposed 1.2-acre re-creation of Brea's old core, by June. But of hundreds of developers contacted by the city over four years, only two were interested in rehabilitating the block and owning and leasing out the buildings.

And each asked the city to pay them \$1.2 million to take on the project.

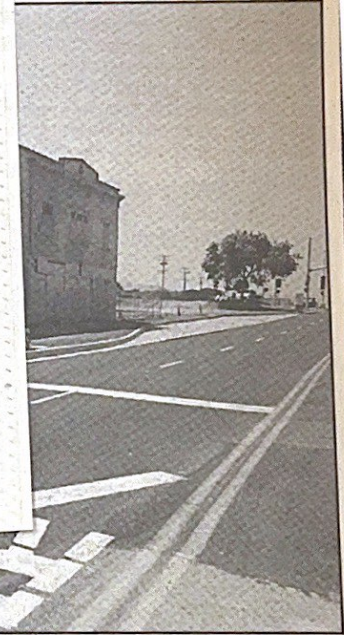


Los Angeles Times

Last week, the City Council rejected both proposals as too costly, after the city had spent \$1.3 million to buy the land and the dilapidated Brea Hotel, built in 1910, and spent an additional \$250,000 to relocate it.

Local preservationists and city officials worry that the setback will hobble plans to save the city's  
**Please see BREA, B6**

# Is Stalled



ALEXANDER GALLARDO / Los Angeles Times

This boarded-up hotel was to have been rehabilitated as the centerpiece of Brea's Heritage Block.

for other parts of the redevelopment project. With the pieces still to be built more likely than Heritage Block to make money for the city, officials are reluctant to transfer funds from those projects

station and the old City Hall, both now used by nonprofit groups. And seven Craftsman and Victorian-style houses have been preserved.

But from the beginning, Brea officials have staked their redevel-

ing to at least save the Brea Hotel. Last week, they met with Brea Historical Society members about securing money for such a project from charitable foundations.

Estimates of how much it would



# Plans to develop historic area die

By Jennifer D'Andrea  
Brea Progress

City officials have rejected \$1.2 million proposals from two companies to develop a historic area downtown because the plans were too costly, officials say.

In addition to development costs, the proposals specified that land slated for development — located at the northeast corner of Brea Boulevard and Ash Street — be given to developers for free.

City officials contacted about 350 developers and contractors for the historic block project, but Solari Enterprises and Plaza Developments were the only firms that showed interest. The companies offered similar plans for the downtown's 1.2-acre Heritage Block, including rehabilitation of Brea Hotel and reconstruction of four historic buildings that formed the heart of downtown Brea from about 1910 to 1925.

The structures to be reconstructed were the Wall building, Delaney House, the La Habra Valley Bank and Sam's Place. Boarded-up Brea Hotel — recently relocated to accommodate Brea Boulevard widening — stands alone on a deserted lot.

Under the proposals, the two-story hotel and four buildings would have been made into 40 one-bedroom apartments, and a small portion of the buildings would have been designated for commercial use, said Eric Nicoll, redevelopment services manager.

"Both proposals basically met what we were looking for as a redevelopment project, but they were too costly for the (Redevelopment) Agency to subsidize," Nicoll said. Sue Georgino, director of Brea's Redevelopment Agency, said the city will work with Brea's Historical Society to solicit grants and donations to pay for Brea Hotel's rehabilitation.

"The longer the Brea Hotel sits without being refurbished, the more wear and tear on the building," Georgino said. "We've not given up on (the project). We're trying to find other ways of financing recreation of Brea Hotel and the historic block."



# Brea hunts for funds to preserve a portion of its heritage

## Council plan will create historical row of vintage buildings

By Corise A. Valenzuela  
The Orange County Register

poration move. Also included will be reconstructions of the Delaney and Wall buildings.

Work on historical row will begin early next year and take a year to complete, officials said. The city is considering using a mixture of funding sources — redevelopment funds, private donations, and state and federal grants — to pay for the preservation and reconstruction work.

All but the historical house will be used for retail shops or residences. History row will be a vital part of the city's 55-acre, \$65 million downtown commercial and residential redevelopment project of townhouses, condominiums and two shopping centers, officials said.

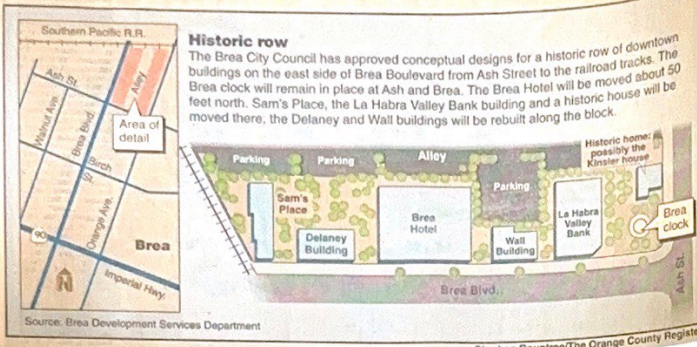
The historical row will be along a

1½-acre site on the east side of Brea Boulevard from Ash Street north to the Southern Pacific Railroad tracks. The Brea Hotel is along that block but will have to be moved 50 feet north and 40 feet east to accommodate the widening of Brea Boulevard to six lanes from four. The other buildings will be moved there, repaired and repainted.

The Brea Clock will remain on the southwest corner of Brea Boulevard and Ash, according to the plan. The city's historical committee recommended the city place the Kinsler house near the clock. The house will be a downtown museum, officials said.

"We've been discussing the historical block for years with the City

Please see HISTORY/3



Stephen Rountree/The Orange County Register

## HISTORY: Brea moves to save its heritage

FROM 1 Council and historical committee," City Planner Konradt Bartlam said. "We've always wanted to save the buildings, but in the last two years the community's desire to preserve the downtown history has grown significantly.

"It was a matter of finding when to do it, where to put them and how to fund it."

The city is buying downtown properties and demolishing buildings to make way for the redevelopment and road widening, planned for early next year.

The buildings selected for history row were built around 1917, officials said.

The Brea Hotel, now an apartment building, will continue to be used as apartments after it is

moved and rehabilitated, officials said.

The buildings will be moved when work to widen Brea Boulevard begins. Sam's Place and the old La Habra Valley Bank building will be moved from across the street Sam's is at 117 S. Brea Blvd. The bank building, now That Frame Place, was the site of the city's 1917 vote for incorporation and is at 103 S. Brea Blvd.

The Delaney building, once a 3,854-square-foot structure with small shops on the bottom floor and a boarding house on the second floor, was demolished by the city in 1989.

The Wall building, a 2,816-square-foot commercial structure with apartments above, burned to the ground in 1990. Both buildings

will be reconstructed near their original sites, according to the plan.

"The (reconstructed) buildings have to be authentic," said Brian Saul, on the city's historical committee. "It's important that the block doesn't come out like Main Street, Disneyland."

The city plans to sell the buildings to investors after the restoration is completed. Bartlam said the city does not intend to be a long-term landlord for the historical row because of the costs to maintain the buildings.

However, officials are willing to foot some costs to save some of the historical structures.

"You can't put a price on history or these buildings," Bartlam said.



# REQUEST FOR PROPOSALS

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## DEVELOPMENT OF BREA'S HERITAGE BLOCK



Brea Redevelopment Agency

One Civic Center Circle  
Brea, California 92621  
Tel: (714) 671-4421  
Fax: (714) 671-4480



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**BREA REDEVELOPMENT AGENCY**

**REQUEST FOR PROPOSALS**

**DEVELOPMENT OF BREA'S HERITAGE BLOCK**



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- Exhibit No. 1 Vicinity Map & Project Site Location
- Exhibit No. 2 Concept Plan
- Exhibit No. 3 Description of Properties from Historic Inventory

Attachment No. 1 RFP Submittal Requirements: Developer Qualifications

Attachment No. 2 RFP Submittal Requirements: Developer Concept Plans

Attachment No. 3 RFP Submittal Requirements: Business Proposal

Attachment No. 4 RFP Submittal Requirements: RFP Evaluation

Number of Copies to Submit: Schedule complete copies of all requested material

Submittal Time and Date: 3:00 P.M. Friday, January 14, 1994



## RFP SUBMITTAL CONTACT AND SCHEDULE

### PURPOSE

The Brea Redevelopment Agency ("Agency") has adopted as a key element in implementing the Plan for downtown Brea, a block designated for the rehabilitation and reconstruction of historic buildings (the Heritage Block or Site). The purpose of this RFP is to solicit developer proposals for the acquisition and subsequent rehabilitation and reconstruction of historical buildings within the guidelines established by the Agency for the proposed project.

### Submit Copies to:

Susan M. Georgino  
Redevelopment Services Director  
Brea Redevelopment Agency  
Number One Civic Center Circle  
Brea, California 92621  
(714) 671-4421

**Number of Copies to Submit:** Ten (10) complete copies of all requested material

**Submittal Time and Date:** 3:00 P.M. Friday, January 14, 1994

The buildings which were determined to be structurally able to move will be relocated to the site and placed on foundations by the Agency. Buildings which could not be moved or were lost prior to the identification of the site, will be reconstructed. The Historic Block, when completed, will include a public plaza area referred to as the Plaza area which will be the site of the refurbished "Vera Clock" and potentially other historical elements which the City has retained.

The project as envisioned will be phased with the Agency-owned land being made available for development as soon as all structures are moved on site. The selected developer will be given an option to acquire from the Agency the partial contiguous to the site (north along Brea Boulevard) once the Agency completes a relocation and Property Exchange Agreement with the current property owner. The contiguous parcel is identified for reconstruction of the historic buildings.

The phasing of the project would be as follows:

### PHASE I

Historic Single-Family Residence - potential acquisition (rehabilitation)  
La Habra Valley Bank (reconstruction)  
Sam's Place - potential acquisition (rehabilitation)  
Brea Hotel (rehabilitation)



## OVERVIEW OF THE PROJECT

### **PURPOSE**

The Brea Redevelopment Agency ("Agency") has adopted, as a key element in implementing the plan for downtown Brea, a block designated for the rehabilitation and reconstruction of historic buildings (the Heritage Block or site). The purpose of this RFP is to elicit developer proposals for the acquisition and subsequent rehabilitation and reconstruction of historical buildings within the guidelines established by the Agency for the proposed project.

The Agency owns land along Brea Boulevard within the Redevelopment Project Area which has been identified as a location to retain a representation of Brea's architectural heritage. Each of the buildings for the site was selected by the City's Historical Committee from a survey of local historic properties. Although the buildings to be rehabilitated will not qualify for Federal Register designation due to the relocation of the buildings, the Agency strongly encourages and will give additional evaluation credit to any respondent who proposes rehabilitation consistent with and commits to pursuing State Historic Register listing. The Agency will also give additional evaluation consideration for any developer who has experience in and proposes to utilize tax credits or other financial incentives available for the historic restoration project.

The buildings which were determined to be structurally able to move will be relocated to the site and placed on foundations by the Agency. Buildings which could not be moved or were lost prior to the identification of the site, will be reconstructed. The Historic Block, when completed, will include a public plaza area referred to as the Plaza area which will be the site of the refurbished "Brea Clock" and potentially other historical elements which the City has retained.

The project as envisioned will be phased with the Agency-owned land being made available for development as soon as all structures are moved on-site. The selected developer will be given an option to acquire from the Agency the parcel contiguous to the site (north along Brea Boulevard) once the Agency completes a Relocation and Property Exchange Agreement with the current property owner. The contiguous parcel is identified for reconstruction of two historic buildings.

The phasing of the project would be as follows:

#### **PHASE 1**

- Historic Single-Family Residence - potential acquisition (rehabilitation)
- La Habra Valley Bank (reconstruction)
- Sam's Place - potential acquisition (rehabilitation)
- Brea Hotel (rehabilitation)



## PHASE 2 OPTION PROPERTIES

Delaney House (reconstruction)  
Wahl Building (reconstruction)

## THE PROJECT

The Agency has completed a conceptual site plan for the project which identifies the key architectural elements of the buildings as well as other site plan considerations. A reduced version of the plan is attached to this Request for Proposals (RFP). The final floor plans for each building and other planning considerations will be determined by the uses proposed by the developer and agreed to by the Agency.

## PROPOSAL GUIDELINES

The ideal developer for the project will possess the experience and financial capability to complete the entire project. Experience in the areas of historic restoration and mixed-use development are highly desired. The Agency would prefer that both phases be retained by one developer with overall management responsibility for all properties. However, understanding the potential financing constraints, the Agency will consider proposals which will subdivide the site and sell individual parcels once the development is completed. The Agency will also consider proposals for individual buildings, but the initial priority will be given to a proposal for both phases. Each proposal, whether for the entire site or an individual property, must address the approach used to accomplish strong property management controls within the context of the entire site including parking, landscape maintenance, building maintenance, property uses, and lease arrangements.

The proposal must fully address the housing to be developed within the Brea Hotel and Delaney House which are considered a critical part of the Agency's affordable housing efforts and must be consistent with Agency's objectives.

For proposal purposes, the total number of units which may be developed within these two buildings is between 17-28 units, assuming efficiency and one bedroom units with an average of 400 square feet per unit with a maximum unit size of 600 square feet. The Agency is seeking to provide all units to very low income households (50% of County Median Income), with rents at no more than 30% of household income. The affordable restrictions should be for a minimum of 30 years. Also included in the proposal must be a description of the type of management controls to be placed on the residential properties to ensure proper management, i.e., recorded management agreement with the City and Agency with specific performance provisions. The Disposition and Development Agreement between the Agency and the developer will require strong management for all of the housing units.

The Agency will be responsible for site preparation, including constructing foundations and moving the buildings that will be rehabilitated on-site. The



developer will be responsible for all other improvements necessary to complete the project, including the development of the parking area and the Plaza area at the corner of Brea Boulevard and Ash Street.

The Agency may assist financially in the project principally by determining the land sale price based on the level of improvements proposed by the developer, and assistance needed to meet the Agency's affordable housing goals for the residential component of the project.

The selected developer will enter into an Exclusive Negotiation Agreement, and if negotiations are successful, a Disposition and Development Agreement (DDA).

## LOCATION

### A. City of Brea: Background Information and General Vicinity

The City of Brea, with approximately 11 square miles and 34,000 residents, was incorporated as a general law city in 1917. It is located in northern Orange County, 15 miles north of Santa Ana, the County Seat. The City is bordered on the north by Los Angeles County and on the east by San Bernardino County. Neighboring communities include Fullerton, La Habra, Placentia and Yorba Linda within Orange County, Diamond Bar in Los Angeles County, and Chino Hills in San Bernardino County. See Exhibit No. 1 for additional details.

The City is served directly by the Orange Freeway (State Route 57) and Imperial Highway (State Highway 90). The Pomona Freeway (State Route 60), the Riverside Freeway (State Route 91), and the Santa Ana Freeway (Interstate 5) are all located within minutes of the City and linked by the Orange Freeway.

Brea is host to several regional, national and international corporations, including Albertson's Regional Distribution Center, the Union Oil Research Center, Kirkhill Rubber Company, Beckman Instruments, and Harte-Hanks (Pennysaver) Communications.

The Brea Mall, located generally at the Orange Freeway and Imperial Highway, is the City's largest employer, with 5,000 full-time, part-time, and seasonal employees and is second only to South Coast Plaza in terms of retail sales. The Mall, and several adjacent retail, entertainment and restaurant developments, provide an upscale regional destination for residents of Orange, Los Angeles, San Bernardino, and Riverside Counties.

### B. Downtown Brea

In revitalizing the historic downtown core of the City, the Brea Redevelopment Agency is completing the assemblage of 55 acres of land for a mixed-use project. The mixed-use project is located generally at the northwest corner of two of



Brea's major arteries, Imperial Highway and Brea Boulevard, and within close walking distance of the Heritage Block (see Exhibit 1). Brea Boulevard in the vicinity of the Heritage Block has daily traffic volume exceeding 50,000 cars, with a projected 70,000 volume of cars per day by the year 2010.

Components of the downtown project will include retail, entertainment, and office uses, as well as for-sale and for-rent residential units. The City has entered into an agreement for the development of a 22-acre neighborhood-oriented shopping center named Gateway Center at Imperial Highway and Brea Boulevard, a mixed-use, pedestrian-oriented retail, residential, and entertainment component (Birch Street), and 147 townhouse units located generally north of Birch Street and west of Brea Boulevard.

Future anticipated redevelopment activities in the downtown area will include additional retail and for-rent residential development on approximately eight acres located along the east side of Brea Boulevard in an area known as Superblocks I and II, and the development of the City's Heritage Block which is the subject of this RFP. In addition, the Agency continues working with developers to provide a range of residential opportunities on infill lots in the neighborhoods adjacent to the downtown project and the Heritage Block project.

### C. Heritage Block

Heritage Block is located at the northeast corner of Brea Boulevard and Ash Street. The Block totals approximately 1.5 acres with approximately 450 feet of Brea Boulevard frontage and 140 feet of Ash Street frontage. The Agency currently owns the southerly portion of the Block and is in negotiations to purchase the remainder (see Exhibit 2).

The Site is bordered on the north by the former Pacific Electric Railway right-of-way, now owned by the Southern Pacific Railroad Company, on the east by an alley and senior citizen rental housing, on the south by Ash Street, and on the west by Brea Boulevard.

Those parcels not presently owned by the Agency and comprising Heritage Block are proposed to be purchased by the Agency and sold to the developer through a Disposition and Development Agreement (DDA). The parcelization of the development site will be determined at the time of developer plan submittal. Three of the buildings are to be moved from other locations in Brea and rehabilitated, and three of the buildings will be reconstructed (new construction). The one parcel on the east side of the alley is designated for parking primarily for residential uses. Additional parking must be accommodated from the rear alley for the ground floor retail uses and second floor office uses. The northeast corner of Brea Boulevard and Ash Street is to be improved by the developer as public open space which is referred to as the Plaza area which will include the Brea Clock, which is currently owned by the Agency and will be provided to the successful developer. In addition to the Brea Clock, the



Agency has retained other historic elements from the downtown, such as used brick, which may be incorporated into the project.

The buildings selected for the project share a common heritage and are historic to the area, having been constructed between 1911 and 1913, generally in or adjacent to the City's historic downtown core. They consist of buildings which played a significant role in the City's early years, and include the location of the signing of the City's incorporation papers in 1917, and structures owned, occupied, or utilized by some of the City's founding families. As such, they represent Brea's early history and architectural heritage as it existed at the time of Brea's incorporation as a City in 1917.

### 1. Rehabilitation Standards

Two of the three structures to be relocated to Heritage Block are currently located on other properties in the immediate area. The Agency does not own these two move-on structures (Sam's Place and the single family home) but they are potential acquisitions for the project. The third rehabilitation property (Brea Hotel), is owned by the Agency and is located at the site. The rehabilitation of the buildings must conform to historical accuracy in exterior appearance, using current building code requirements and contemporary materials when appropriate. Interior restoration work can be based on anticipated uses. The State guidelines prepared by the Secretary of the Interior for Historic Preservation are not a project requirement, but if the developer proposes to use them, it will result in additional evaluation credit.

### 2. Reconstruction Standards

One structure will be reconstructed in Phase 1, the La Habra Valley Bank. In Phase 2, two additional designated structures (Delaney House and Wahl Building), previously destroyed, will be reconstructed from plans and drawings prepared by the developer, based on information provided by the Agency and City staff.

The reconstruction of these structures will be expected to provide for the replication of the exterior shells of the structures to their historically authentic appearance, based on photographs, drawings, and other input provided by Agency and City staff, but utilizing methods and materials consistent with current building codes and construction standards. To the extent that historically accurate materials and methods can be employed in a manner which is both cost-effective and within current building standards and codes, this should be done. The design and materials for building interiors will be determined by the proposed use of the building after reconstruction of the building exteriors. City staff, upon request,



will provide interested developers with an opportunity to review any historic data available regarding these structures.

### 3. Use Standards

It is the Agency's desire that both the rehabilitated and reconstructed structures will provide residential and commercial opportunities, with ground floor uses that complement the development activity planned for the immediate area, and second floor uses consisting of affordable housing and office uses, as indicated further in this RFP. It is the Agency's intention to commence the rehabilitation activity by June 1994 and complete both phases of the project by May 1995.

#### PROJECT DEVELOPER

It is the preference of the Brea Redevelopment Agency that the Heritage Block be developed in not more than two phases by a master developer, who will rehabilitate the three specified structures and reconstruct the additional three structures.

To the extent that the Agency does not receive an acceptable offer for the comprehensive development and management of the entire Block by a single developer, the Agency will consider proposals for Phase 1 or Phase 2 for the development of individual parcels within Heritage Block. However, selection preference will go to those developers proposing on more than one property.

It is also the Agency's preference that the selected developer develop for long-term ownership rather than develop to sell. Any proposal which contemplates building to sell should include a brief marketing and sales plan, as well as long-term management controls that will be required of any future purchaser, and indicate whether the parcels would be sold before or after tenants are obtained. Proposals which contemplate developing to hold should include a brief management plan, especially for the residential units, and a summary of previous management experience for similar projects.

#### DEVELOPMENT GUIDELINES

The Agency is willing to consider development proposals which meet the following basic criteria/guidelines:

##### A. Uses

The allowable uses include commercial, office, and residential. The Agency prefers that ground floor uses on Brea Boulevard be retail.



**B. Parking**

Parking is to be located in a convenient manner and in consideration of the anticipated use. Proposals contemplating restaurant or tavern-type uses should be specific in addressing parking/circulation issues created by parking demands related to restaurant use. Depending on the use, some of the on-site parking may be designated for specific uses or time limits. The residential component should have designated parking in the lot located east of the alley. At the request of the developer, employee parking and overflow parking may be assigned to the City parking structure to be constructed diagonally across the intersection from Heritage Block.

**C. Site Plan**

The developer must adhere to the essential elements of the site plan and building designation identified by the Agency for the project site (see Exhibit 2).

**D. Architecture**

The architectural character and scale of the proposed project reflects that found in downtown Brea at the time of the City's incorporation in 1917. Specific design and quality standards for exterior finishes are identified further in the RFP, and are subject to additional input from City and Agency staff. Historical accuracy in design, materials, and colors will be the goal in the restoration and reconstruction of the buildings.

**E. Financing**

The developer will be required to fund all development costs, with the exception of certain identified pre-development costs which will be assumed by the Agency as listed below. The Agency will review the developer's form of financing the project development costs which must be contained in the developer's proposal to insure availability of adequate funds to complete the project.

**F. Ownership**

The developer must maintain ownership of the project until completion of the entire proposed Scope of Development.

**AGENCY RESPONSIBILITIES**

The Agency and/or City will generally be responsible for the following obligations and activities:



**A. Site Assemblage and Preparation**

The Agency will assemble the necessary parcels within Heritage Block. Site control is completed for Phase 1 of the project, and the Agency is currently in negotiations with the current property owner to complete a Property Exchange Agreement to allow the Agency to acquire Phase 2 of the project site. Agency ownership of Phase 2 of the site is anticipated by November 1994. The Agency will perform preliminary soils testing, demolition of surface improvements, rough grading, and foundation work for the move-on properties.

**B. Off-Site Improvements**

The Agency will provide or pay for all off-site alley and street improvements. Brea Boulevard, adjacent to the project site will be widened from its present 80-foot width to a maximum of 140 feet. The site plan prepared by the Agency for the project accommodates this future widening. Ash Street will be reduced from its present 80-foot width to approximately 60 feet, consistent with similar streets in the area.

**SPECIFIC DEVELOPMENT OPPORTUNITY**

The specific development opportunity consists of the rehabilitation and reconstruction of six buildings on property located within the Heritage Block divided into two phases.

**Property 1 - Single-Family Residence - (potential acquisition) - Rehabilitation (Phase 1)**

The City and the Agency have identified an existing single family residence from the residential neighborhood adjacent to the Heritage Block, where Craftsman bungalows and Provincial and Mediterranean Revival homes are the prevailing architectural styles. Most of these homes were constructed between 1910 and 1930.

The house selected for potential acquisition and rehabilitation is currently located at 129 South Orange Ave. The house is known locally as the Kinsler House. It is a one-story, approximately 1,200 square foot single family detached residence. The structure is currently used as a tenant-occupied residence. The residence will have approximately 25 linear feet of frontage on Ash Street, and will be located generally at the northwest corner of Ash Street and the alley which runs north and south, east of Brea Boulevard. Proposed use is either an office or a heritage museum. This house may be offered for rehabilitation and use by the Brea Historical Society as a museum with guided tours. **DO NOT CONTACT OR DISTURB THE RESIDENTS OF THIS PROPERTY.**



### Property 2 - La Habra Valley Bank - Reconstruction (Phase 1)

The La Habra Valley Bank is a one-story brick and concrete commercial structure. Although the building still exists, because of the substantial remodeling over the years, it is not a good candidate for relocation and therefore will be reconstructed. Its most recent use was a retail picture frame store known as That Frame Place. Originally designed with a Classical Revival facade with ornate columns and cornice work, most of these were removed when the U.S. Post Office moved into the structure during the 1950s. The north facing facade still has some of the original Classical Revival detail. Constructed for the La Habra Valley State Bank in 1913, this was the only Classical Revival design in the City. The Bank is currently located at the southwest corner of Ash Street and Brea Boulevard, at 103 South Brea Boulevard, diagonally across the street from the Heritage Block. The building contains 4,000 square feet, and will have 50 linear feet of Brea Boulevard frontage when rehabilitated. Proposed use for this building is retail or commercial.

### Property 3 - Sam's Place (potential acquisition) - Rehabilitation (Phase 1)

Sam's Place was originally constructed in 1911 as the Brea Bakery, and it continues in use today as a neighborhood tavern. The building is a two-story, rectangular plan Craftsman false-front commercial structure, clad in wood overlap with the architectural details focused at the front facade. Behind the false front is a gabled roof, and a one-story stucco-covered addition has been made at the rear; the stucco addition would be removed as a part of the relocation and rehabilitation of the building. Significant architectural highlights include paired wood-framed double-hung windows centered above the second-story level, characteristic of the Craftsman style. A cornice with brackets rests above the windows.

During a historic resources inventory completed in 1980, the structure was found to be notable as one of the unique architectural designs on Brea Boulevard and a strong reminder of Brea's early pioneer architecture. This building along with the Wahl Building (Property 6) were considered in 1980 to be two fine examples of a style which is now rare in Orange County.

Sam's Place is presently located at 117 South Brea Boulevard. The structure contains a total of 2,335 square feet evenly divided between the two stories. The building will have 16 linear feet of Brea Boulevard frontage. Proposed uses include retail/commercial on the first floor, and office uses on the second floor.



#### Property 4 - Brea Hotel - Rehabilitation (Phase 1)

The residential component of this property, together with adjacent Property 5, will be included on the second floor. These buildings are intended primarily to meet the housing needs of very low income households (50% of the County Median Income) by developing smaller unit sizes in the 400-600 square foot range, and restricting the rent to a level of 30% of household income for this income group. The housing component of the project is estimated to produce between 17-28 efficiency or one-bedroom units. Long-term affordability of at least 30 years and strong operational and maintenance covenants will be required. It is preferred by the Agency that these two residential buildings feature a ground floor retail use.

Built in 1913, the Brea Hotel has also been known as the McCarty Hotel and the Hotel Kinsler. The hotel is a two-story wood frame structure designed in Craftsman Commercial style with touches of other styles. Architectural styling includes a wood cornice with brackets topping the front facade, extended wall parapets above the cornice, with large show windows and recessed entries below and a series of double-hung wood-framed windows both grouped and alone on the second floor. The ground floor had four retail spaces and the hotel entrance, with all of the hotel rooms on the upper floor. The stores were occupied by a pool room, barber shop, dining room and an electrical store. Brea's first post office was also later moved to one of the stores in the hotel from its first location across the street.

The Brea Hotel is still located at its original site at the northeast corner of Ash Street and Brea Boulevard, at 108 North Brea Boulevard. The hotel hosted retail uses on the ground floor, with long-term residency hotel rooms on the second floor until recently. The hotel contains a total of 14,200 square feet, and will have 96 linear feet of Brea Boulevard frontage when relocated.

Although currently located within the Heritage Block, the hotel will be relocated a short distance east and north of its present location, in order to permit the widening of Brea Boulevard. Proposed uses include ground floor retail/commercial and second-story affordable residential efficiency apartments.

#### Residential Parking:

Located on the east side of the alley, is a 14,000 square foot parcel. The lot is bordered on the north and south by multi-family senior citizen residential complexes. The lot will be used as dedicated parking for the residential uses in the Brea Hotel (Property 4) and the Delaney House (Property 5).



### Property 5 - The Delaney House - Reconstruction (Phase 2)

The Delaney House building was constructed in 1913 as one of the first rental buildings in the community. The building is a two-story apartment building designed in a rectangular Craftsman Commercial style. The roof is flat, with a cornice with wood brackets capping the structure. The building had stores on the ground floor and rooms on the upper floor. One of the early stores was a bakery business.

Originally located at the southwest corner of Ash Street and Brea Boulevard, at 112 West Ash Street, the building was demolished a few years ago. The structure contained a total of 9,490 square feet evenly divided between the two stories. The building will have 50 linear feet of Brea Boulevard frontage in the Heritage Block Project Site. Proposed uses include ground floor retail and second story affordable residential efficiency apartment units.

### Property 6 - Wahl Building - Reconstruction (Phase 2)

The Wahl Building was the oldest commercial structure in the City, having been constructed in 1911, and it was considered Brea's best example of an early Craftsman false-front commercial building. The building was a large, two-story commercial/residential structure, sheathed in wood overlap, with the front facade the focus of the architectural details. The ground level features two commercial shops with plate glass windows and separate entrances at the corners, and a stairway to the second floor in the middle. Wood framed windows are dispersed across the facade of the second story and small wood-louvered attic vents are located above the windows. Behind the false front, the structure has a gabled roof.

The building was in use at 105-109 East Ash Street until 1989, when it was destroyed in a fire. Early uses included the Brea Pharmacy Company and a restaurant; Brea's first barber had his barber shop in the building. There were rooms for rent on the upper floor. The building was originally located at the northeast corner of Ash Street and Brea Boulevard, next to the Brea Hotel and facing Brea Boulevard. It was later moved on the site and rotated to face Ash Street.

The Wahl Building contained a total of 3,280 square feet divided between the two floors. It will have 47 linear feet of Brea Boulevard frontage when reconstructed. Proposed uses include retail/commercial on the ground floor and office uses on the second floor.

### Plaza (Phase 1)

The Plaza will include a pedestrian-oriented, landscaped area of approximately 2,500 square feet located at the northeast corner of Ash Street and Brea Boulevard. The Plaza will also contain the Brea Clock,



which has occupied a prominent spot near that intersection for several decades. In addition, the Plaza will be the designated location for the required "Art in Public Places" contribution from the developer. The plaza development is anticipated to occur concurrently with the other development occurring in the Heritage Block.

Summary of Project Development Opportunities (all sizes approximate).  
 [Delaney House & Wahl Building are option properties included in Phase 2]

	Phase 1					Phase 2		Total
	Plaza	Prop. 1 SFR	Prop. 2 La Habra Valley Bank	Prop. 3 Sam's Place	Prop. 4 Brea Hotel	Prop. 5 Delaney House	Prop. 6 Wahl Bldg.	
Land Area/sf	2,500	2,200	5,500	3,000	20,400	13,600	4,500	51,700
Total Bldg. Area/sf	--	1,200	4,000	2,335	14,200	9,490	3,280	34,505
<u>Size and Use:</u>								
1st Floor	--	1,200 Office/Museum	4,000 Retail	1,168 Retail	7,100 Retail	4,745 Retail	1,640 Retail	19,853
2nd Floor	--	--	--	1,168 Office	7,100 Housing	4,745 Housing	1,640 Office	14,653
Brea Blvd. Bldg. Front/linear ft.	60	25	50	16	96	50	47	344

**DEVELOPMENT AGREEMENT**

The selected developer will be required to enter into a Development Agreement with the City to address design and use issues, and a Disposition and Development Agreement (DDA) with the Agency to address property conveyance, design, use and financing issues. Prior to entering into those specific agreements, the developer and Agency will enter into an Exclusive Right to Negotiate Agreement which will provide 90 days for negotiation of the DDA.

**Exclusive Right to Negotiate Agreement**

The Agency will review the proposals submitted and choose a developer to enter into an Exclusive Right to Negotiate Agreement for a period of 90 days. Following the 90 days, if the two parties reach agreement on the



terms and conditions of the development project, then the parties shall enter into a Disposition and Development Agreement.

### **Developer Obligations**

Property acquired by the Agency for redevelopment pursuant to this RFP will not be conveyed to the developer until the developer has provided assurance satisfactory to the Agency that the development will be constructed as agreed, with construction commencing immediately after conveyance; and that the developer has (i) obtained the approval of the Agency for the development plans, (ii) procured the necessary financing (loans and equity) needed for development, (iii) entered into the necessary construction contracts and (iv) been issued necessary permits and other entitlements.

## **EVALUATION PROCESS AND SUBMITTAL REQUIREMENTS**

### **A. Agency Prerogative**

The Agency reserves the right to request of any or all respondents to this RFP that additional material or information be submitted for the purpose of clarifying or further explaining a submittal response. All submitted materials become the property of the Agency. The Agency has the right to reject proposals for any reason.

### **B. The Evaluation Process**

Proposing developers will be evaluated on the basis of responses to the Agency's request for information concerning the qualifications of the development entity and the developer's proposal. Developer finalists from the interview process may be required to submit additional information as may be deemed necessary by the evaluation team. Developers with experience in Historic Renovation projects will receive additional points under the evaluation process. Also, additional points will be awarded to developers seeking State Historic Register status or tax credits as presented in the developer's proposal.

### **C. RFP Submittal Requirements:**

#### **1. Qualifications of the Development Entity**

The design, construction, and management quality of the proposed project together with evidence of adequate financing to complete the project is of paramount concern to the Agency. Therefore, the Agency will evaluate the qualifications of the prospective developers. The qualifications assessment will be based upon the developer's identity, including the identity of the principals who will be involved in the proposal and development, and the developer's recent experience in rehabilitation projects of similar mix, magnitude and quality to that being proposed. The management experience as well as the management approach of the development entity should be thoroughly addressed in the proposal, due to the importance of maintaining both the integrity of the buildings once



completed and the management of the housing units. The financial strength of the developer is of equal concern.

## 2. Narrative Description of the Development Proposal

In responding to this RFP, provide a narrative description to explain your development proposal, particularly as it pertains to the following key areas:

### a. Master Developer

Will the proposing development entity be developing all of the project including the option property as a master developer, or is the proposal contemplating development of one or more of the properties but less than the total project?

### b. Proposed Uses

What would be the proposed uses of the retail/commercial and office spaces? How do these uses complement other retail development in downtown Brea?

### c. Residential Uses

Identify the number of residential units, the residential type, size, rent, and amenities, including both common area or public area amenities and amenities in place in each residential unit. Also include the type of management plan to be used for the residential units. Discuss the project affordability and covenants which the developer would propose to protect the long-term affordability and property maintenance issues.

### d. Materials

The developer should specify the materials to be used in the rehabilitation and reconstruction of the structures. To the extent these materials differ from the types of materials originally used on those structures, the developer will be expected to explain why the differences are necessary.

## 3. Specific Business Proposal and Pro forma

The developer will be expected to provide the requested information as outlined in Attachment No. 3 - RFP Submittal Requirements: Business Proposal. The information to be provided includes a detailed project pro forma and schedule of performance, a detailed description of Agency and City responsibilities and obligations, including any Agency financing assistance being requested, and a corresponding detailed description of developer responsibilities and obligations.



#### 4. Schedule

The tentative schedule of RFP submittals, interviews and selection is indicated in Attachment No. 4 - RFP Submittal Requirements: RFP Evaluation Schedule. The Agency reserves the right to change dates and times indicated in the Schedule.

The Agency is committed to timely implementation of the project and will use every means available to expedite the review. We believe that a thorough review at the selection stage of the process will significantly shorten the time needed to implement the proposed project.

In the event the Agency chooses to enter into an Exclusive Right to Negotiate Agreement, all terms embodied in the proposal are subject to negotiation, at the Agency's discretion. At the inception of the negotiations period, a non-refundable deposit of \$5,000 will be required from the developer to defray the Agency's costs during the pre-Agreement negotiation period. Upon execution of a Disposition and Development Agreement, the developer will be required to submit a non-refundable deposit of \$25,000 to defray some of the Agency's pre-development costs. The \$25,000 deposit will be applied to the purchase price of the Project Site through the property conveyance escrow.

We look forward to receiving your submittal. If you have any questions or need any further information, please do not hesitate to call Mr. Eric Nicoll, Redevelopment Services Manager, or Ms. Susan M. Georgino, Redevelopment Services Director, at (714) 671-4421.

**THE AGENCY RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSALS AT ITS SOLE AND ABSOLUTE DISCRETION.**

#### SUMMARY OF REQUIRED SUBMITTALS

- Narrative description of development proposal
- Response to Attachment No. 1 - Developer Qualifications
- Response to Attachment No. 2 - Conceptual Plan Design
- Response to Attachment No. 3 - Business Proposal



EXHIBITS AND ATTACHMENTS

Exhibits

EXHIBIT NO. 1	VICINITY MAP & PROJECT SITE LOCATION
EXHIBIT NO. 2	CONCEPT PLAN
EXHIBIT NO. 3	DESCRIPTION OF PROPERTIES FROM HISTORIC INVENTORY

Attachments

ATTACHMENT NO. 1	RFP SUBMITTAL REQUIREMENTS:	DEVELOPER QUALIFICATIONS
ATTACHMENT NO. 2	RFP SUBMITTAL REQUIREMENTS:	CONCEPTUAL PLAN DESIGN
ATTACHMENT NO. 3	RFP SUBMITTAL REQUIREMENTS:	BUSINESS PROPOSAL
ATTACHMENT NO. 4	RFP SUBMITTAL REQUIREMENTS:	RFP EVALUATION SCHEDULE



EXHIBITS

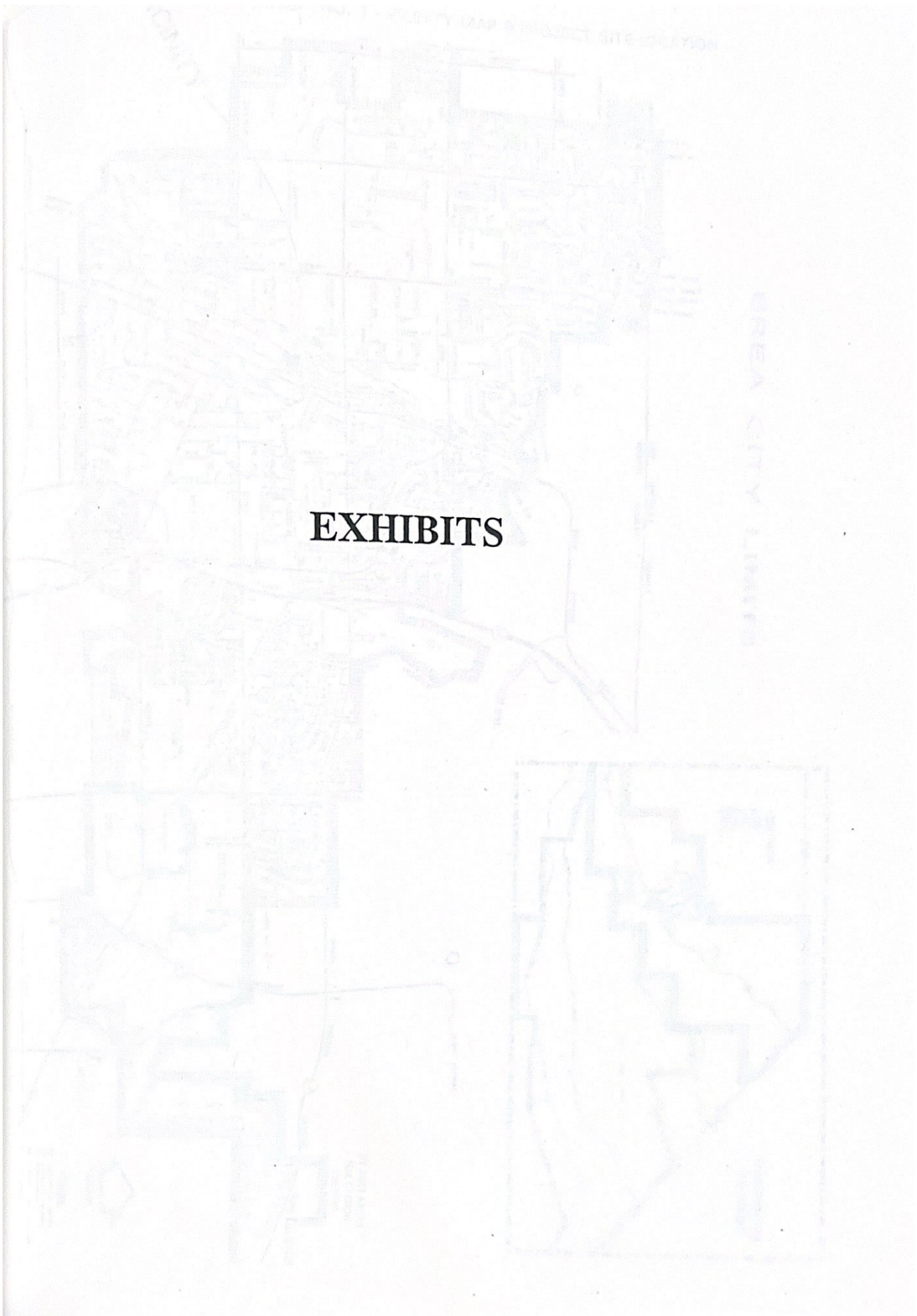
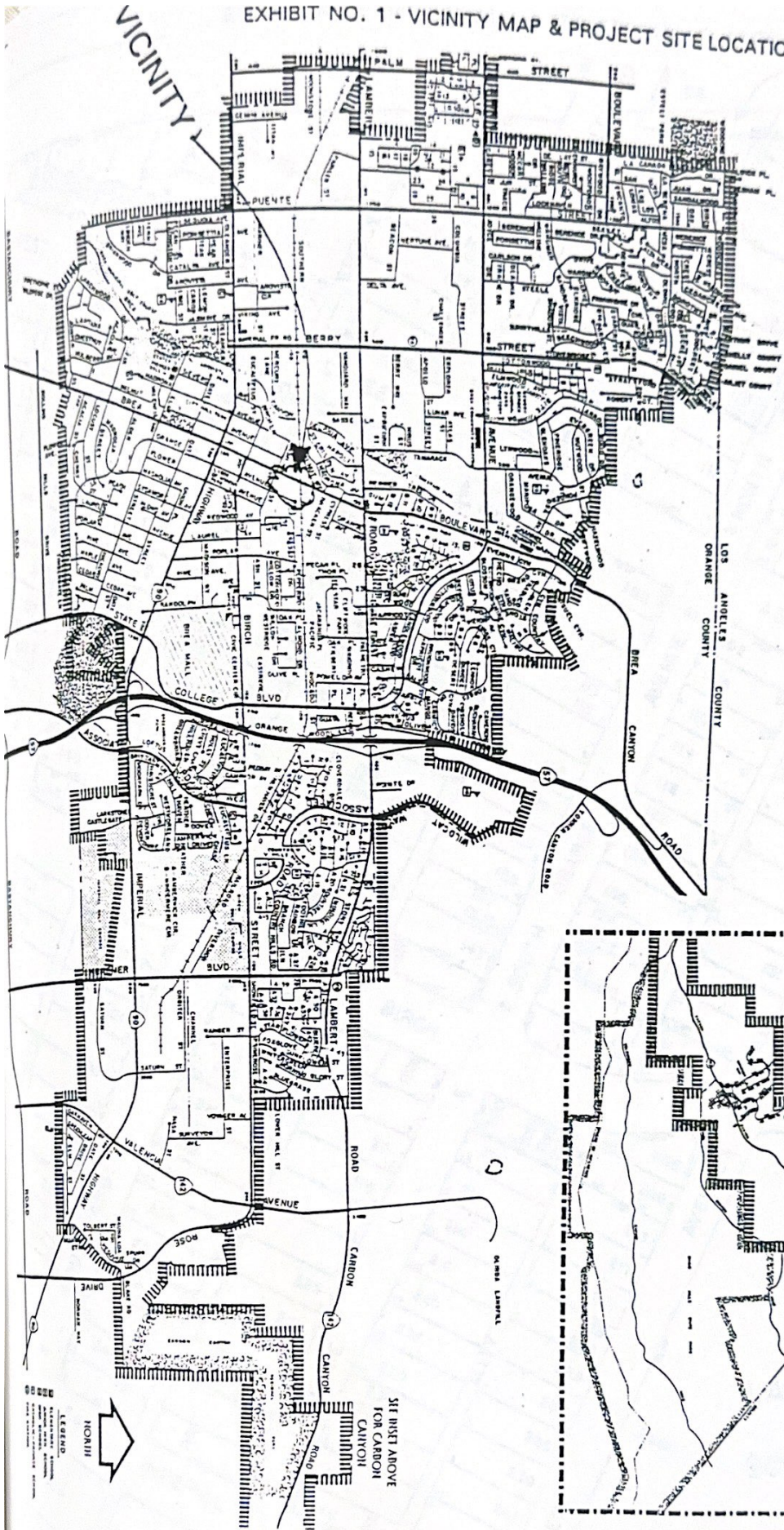
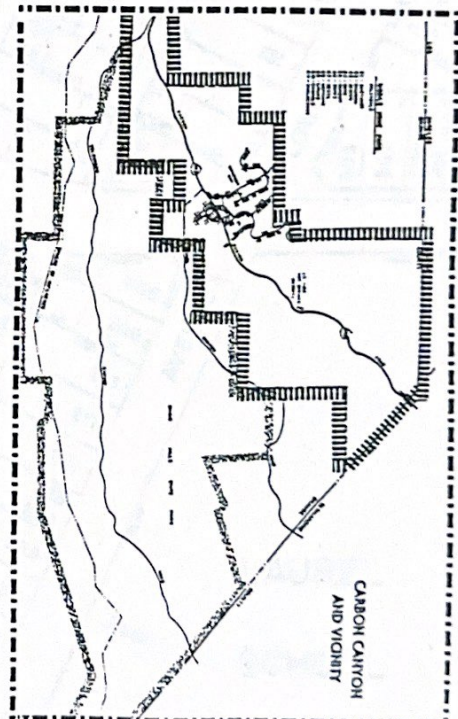




EXHIBIT NO. 1 - VICINITY MAP & PROJECT SITE LOCATION



BREA CITY LIMITS



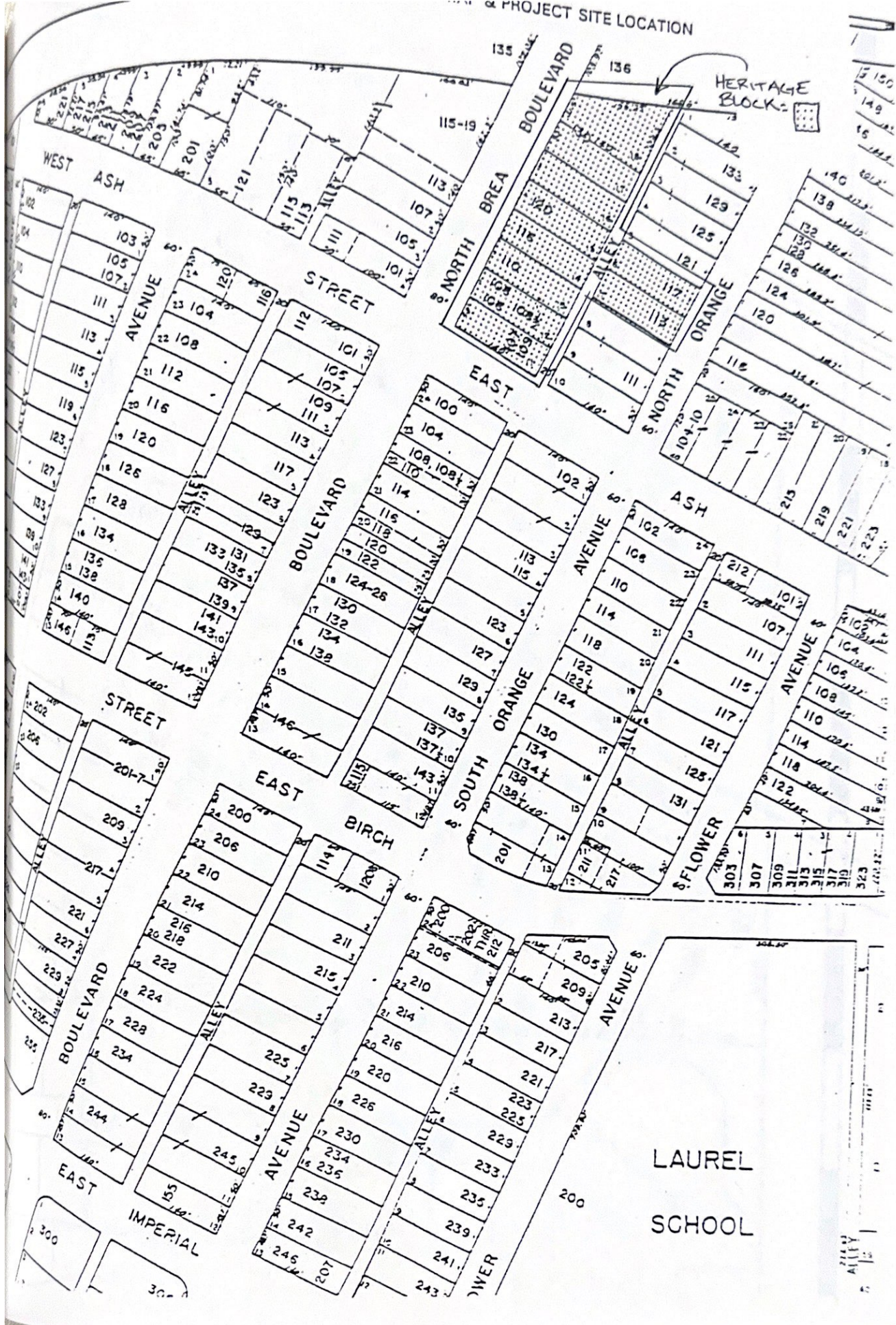
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LEGEND





PROJECT SITE LOCATION



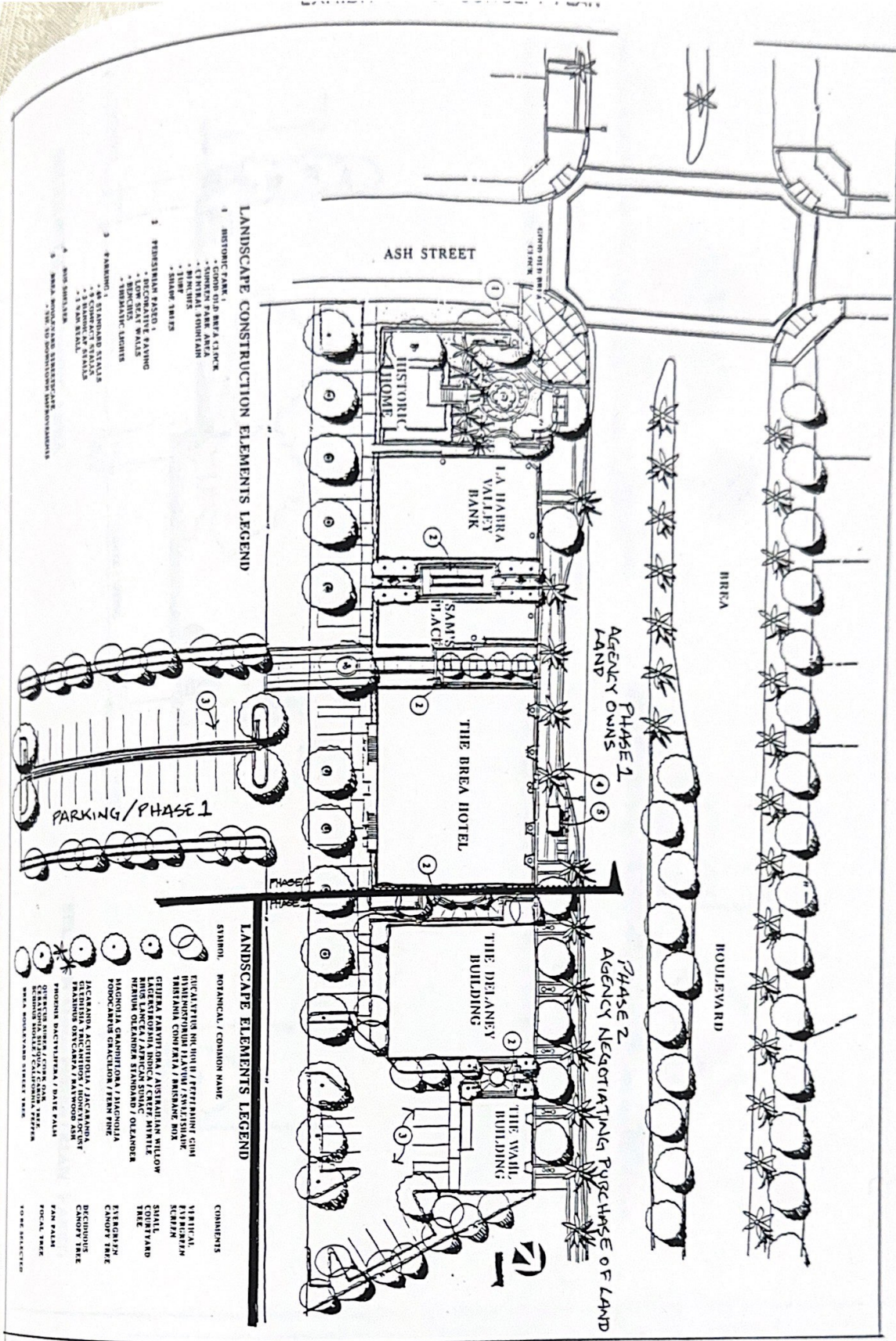
HERITAGE BLOCK

LAUREL SCHOOL









- LANDSCAPE CONSTRUCTION ELEMENTS LEGEND**
- 1 HISTORIC PARK
  - 2 CONCRETE PARK AREA
  - 3 CONCRETE PARK AREA
  - 4 BENCHES
  - 5 BENCHES
  - 6 BENCHES
  - 7 BENCHES
  - 8 BENCHES
  - 9 BENCHES

- LANDSCAPE ELEMENTS LEGEND**
- | SYMBOL     | BOTANICAL / COMMON NAME                 | COMMENTS |
|------------|---|----------|
| (Symbol 1) | EUCALYPTUS NUCUNGA / EUCALYPTUS GULF    | VERTICAL |
| (Symbol 2) | ACACIA GYMNOCARPUS / ACACIA GYMNOCARPUS | VERTICAL |
| (Symbol 3) | CELESTINE / CELESTINE                   | VERTICAL |
| (Symbol 4) | CELESTINE / CELESTINE                   | VERTICAL |
| (Symbol 5) | CELESTINE / CELESTINE                   | VERTICAL |
| (Symbol 6) | CELESTINE / CELESTINE                   | VERTICAL |
| (Symbol 7) | CELESTINE / CELESTINE                   | VERTICAL |
| (Symbol 8) | CELESTINE / CELESTINE                   | VERTICAL |
| (Symbol 9) | CELESTINE / CELESTINE                   | VERTICAL |

L-1

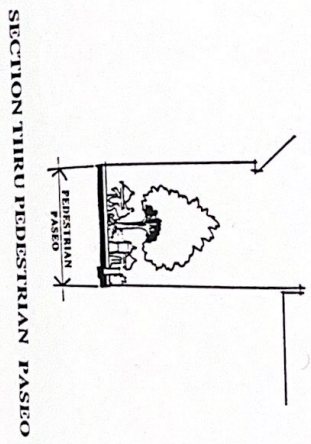
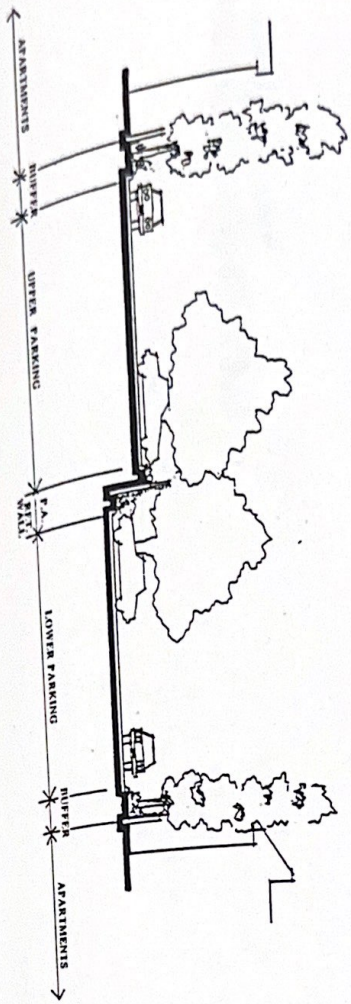
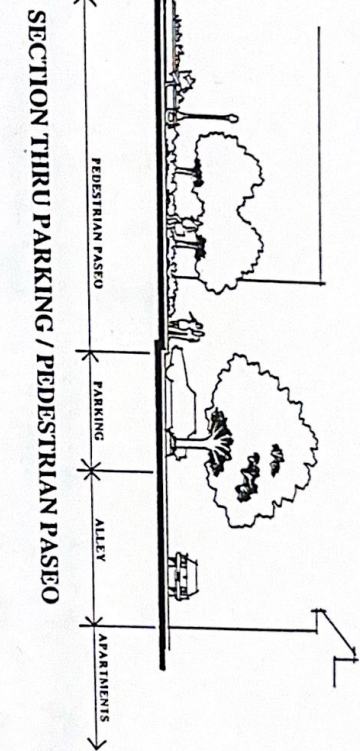
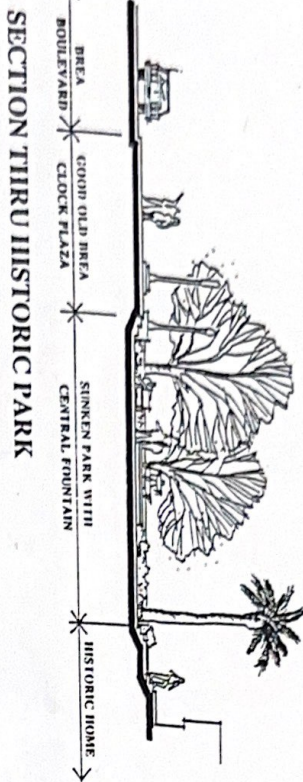
CONCEPTUAL  
LANDSCAPE MASTER PLAN

BREA  
HISTORIC  
RELOCATION PROJECT  
Brea, California



Ullrich  
Street  
Architects  
INC.  
1000 N. GARDEN ST.  
BREA, CA 92610  
TEL: 949.440.1111  
WWW.ULLRICHSTREETARCHITECTS.COM





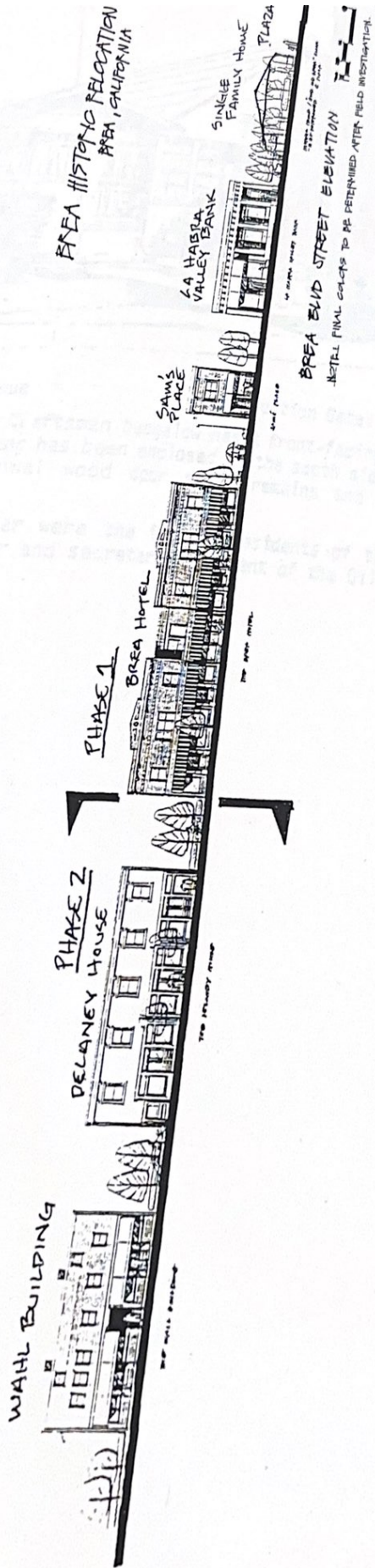
CONCEPTUAL  
SITE SECTIONS

BREA  
HISTORIC  
RELOCATION PROJECT  
Brea, California

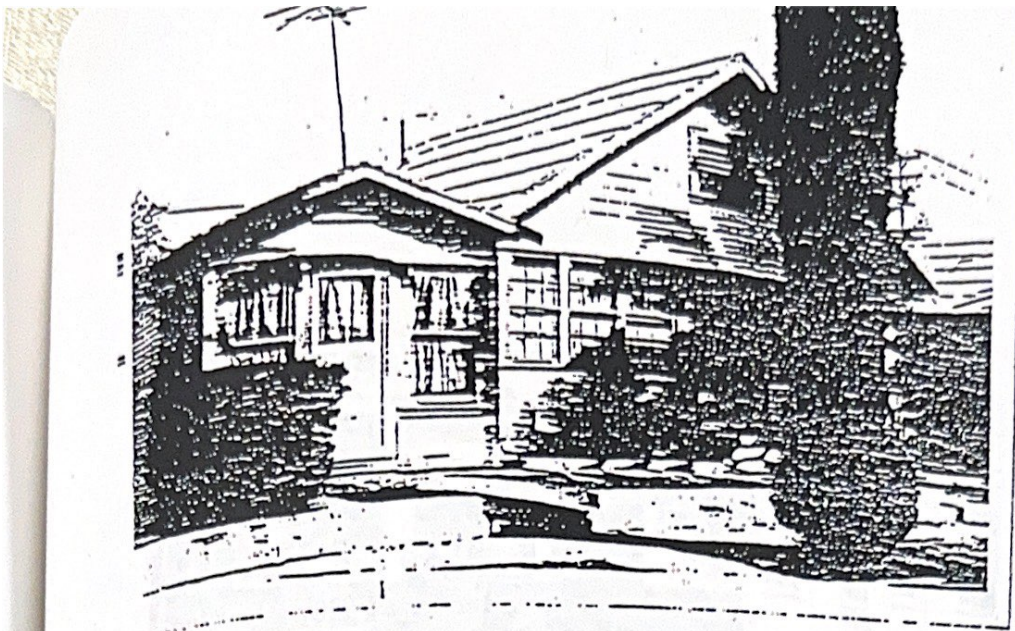
United  
Architects  
Inc.  
1000 N. GARDEN ST.  
BREA, CA 92620  
TEL: 714/991-1111  
FAX: 714/991-1112



AREA HISTORIC RELOCATION  
AREA, CALIFORNIA







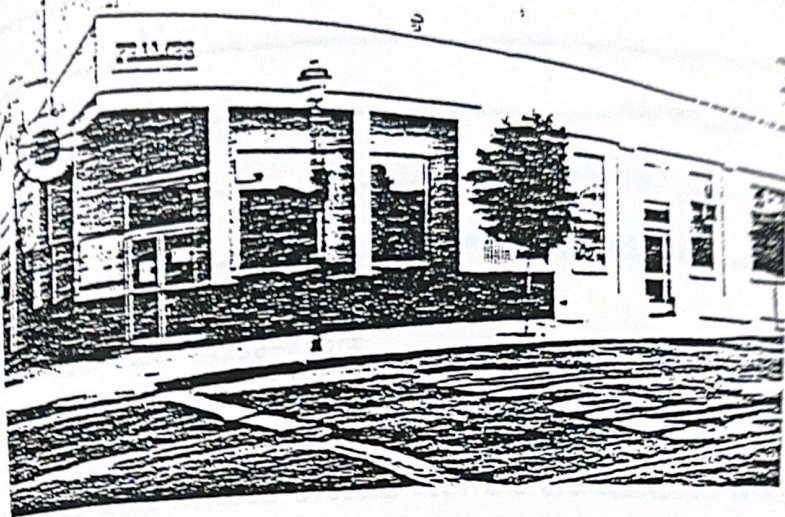
129 South Orange Avenue

Construction Date: 1910

This rectangular plan Craftsman bungalow has a front-facing gable. The full porch below the gable overhang has been enclosed at the south side with only a half porch remaining. The original wood door still remains and the house is in good condition.

Charles and Rena Kinsler were the initial residents of this bungalow. Charles Kinsler was an oilworker and secretary and agent of the Oil Workers' Union.





13 South Brea Boulevard

Construction Date: 1913

Common Name: That Frame Place

Historic Names: La Habra Valley Bank, First National Bank of Brea

This is a one-story brick and concrete commercial structure which has undergone extensive remodeling. Originally designed with a Classical Revival facade, the structure had engaged columns and a cornice. Most of these were removed when the U.S. Post Office moved into the structure. The facade has little decoration and the entrance located at the corner has a cantilevered canopy above. The north facing facade has some of the original Classical Revival detail.

Constructed for the La Habra Valley Bank in 1913, this was the only Classical Revival design in the city. In 1920, the bank changed to the First National Bank of Brea.

Albert Launer, the local attorney who assisted in Brea's incorporation, had an office in the back of the structure. The structure was remodeled for the local post office during the 50's



# ORIC RESOURCES INVENTORY

UTM: A 11-416920-7533708 SHL \_\_\_\_\_ Loc \_\_\_\_\_  
 C \_\_\_\_\_ D \_\_\_\_\_

Common name: Sam's Place  
 Historic name: Brea Bakery  
 Street or rural address: 117 South Brea Blvd.  
 City: Brea Zip: 92621 County: Orange  
 Parcel number: 20-093-17  
 Present Owner: Sam Landa Address: 440 La Habra Blvd.  
 City: La Habra Zip: 92631 Ownership is: Public \_\_\_\_\_ Private XX  
 Present Use: Commercial Original use: Commercial

## DESCRIPTION

Architectural style: Craftsman false-front

Briefly describe the present *physical description* of the site or structure and describe any major alterations from its original condition:

This is a two story, rectangular plan Craftsman false-front commercial edifice. The structure is clad in wood overlap with the architectural details focused at the front facade.

At the bottom story is a door and a large plate glass window with a metal awning above. Paired double-hung windows are centered above the second story level.

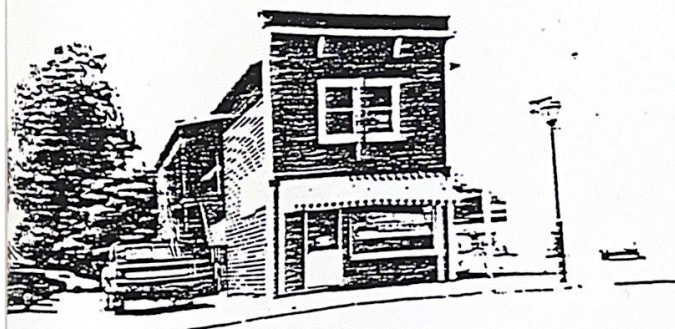
A cornice with brackets rests above the windows. The windows are framed in wood, a characteristic of the Craftsman style.

Behind the false-front, the building has a gabled roof covered with asbestos.

A one story stucco covered addition has been made at the rear. The structure is in good condition and is utilized as a tavern.

In the middle where there is no cornice. Above the cornice are extended wall brackets. The structure has recently been clad in new stucco.

Constructed in 1913 for M.J. McCarty and Mr. Owen, this structure was one of the first hotels in the community. Numerous stores have occupied the structure, including a pool room, barber shop and an electric.



8. Construction date: 1911  
 Estimated XX Factual \_\_\_\_\_
9. Architect Unknown
10. Builder Unknown
11. Approx. property size (in feet)  
 Frontage 50 Depth 140  
 or approx. acreage \_\_\_\_\_
12. Date(s) of enclosed photograph(s)  
October 1990





Brea Boulevard

Construction Date: 1913

Common Name: Brea Hotel

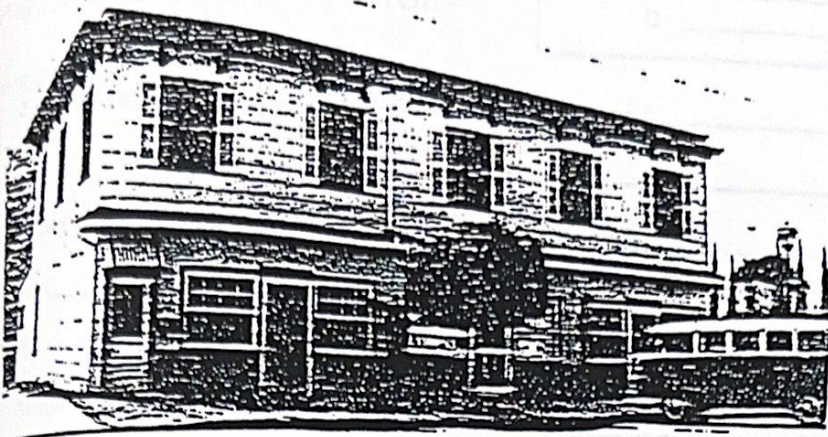
Historic Name: Hotel Kinsler

The Brea Hotel is a two-story wood frame structure designed in Craftsman commercial style with touches of other styles. The structure is large, having space for five ground floor shops. The shops have large plate glass show windows and recessed entries. Several of the shops have aluminum canopies above the shop windows.

The second story features a series of double-hung wood framed windows which are grouped and alone. A wood cornice with brackets tops the front facade except in the middle where there is no cornice. Above the cornice are extended wall brackets. The structure has recently been clad in new stucco.

Constructed in 1913 for M.J. McCarty and Mr. Bowen, this structure was one of the first hotels in the community. Numerous stores have occupied the structure, including a pool room, a barbershop and an electrical store.





112 West Ash

Construction Date: 1913

Historic Name: Delaney Apartments

Located at the rear of the corner lot of West Ash and Walnut Avenue, this is a two-story apartment building designed in a Craftsman-Commercial style. The building has a rectangular plan. A small string course with tiles separates the lower and upper stories. The roof is flat, but a cornice with wood brackets caps the structure. Upper story windows are evenly located. New asbestos shingles cover the building. The structure once housed commercial space at the ground floor but now is used for residential space.

Constructed for H.L. Delaney, this building was one of the first rental buildings in the community. His wife Margaret was proprietor of the building following his death around 1918.



# HISTORIC RESOURCES INVENTORY

UTM: A                      3 SHL            Loc             
 C                      3                       
 D                                          

## IDENTIFICATION

1. Common name: 105-109 East Ash Street
2. Historic name: Wahl Building
3. Street or rural address: 105-109 East Ash Street  
 City Srea Zip 92521 County Orange
4. Parcel number: 20-051-1
5. Present Owner: Robert Gold  
 City Severly Hills Zip 90217 Address: 120 S. El Camino #210  
 Ownership is: Public            Private XX
6. Present Use: Commercial Original use: Commercial/Residential

## DESCRIPTION

1. Architectural style: Craftsman Falsefront

2. Briefly describe the present *physical description* of the site or structure and describe any major alterations from its original condition:  
 This is a large two story Craftsman false-front commercial/residential structure. The structure is sheathed in wood overlap and the front facade is the focus of the architectural details.

The ground level of the front facade features two commercial shops at the corners and a stairway to the second floor in the middle.

While the corner commercial shops are not identical, each has large plate glass windows with an original wood door. A canopy, possibly not original, constructed of wood, runs across the facade above the shop windows.

Wood framed windows are dispersed across the facade of the second story and small attic vents are above the windows. Cloth canopies hang above these windows.

Behind the false front, the structure has a gabled roof. The side windows also have cloth canopies. The structure is in good condition and has been turned around and moved to the rear of the lot.



8. Construction date: 1911  
 Estimated XX Factual
9. Architect: Unknown
10. Builder: Unknown
11. Approx. property size (in feet)  
 Frontage 140 Depth 50  
 or approx. acreage
12. Date(s) of enclosed photograph(s)  
November 1980



## DEVELOPER QUALIFICATIONS

When the Agency receives a sufficient number of applications, the Agency will consider the applications in response to the following questions:

### 1. Proposed Development Entity

Identify the name and type of legal entity with which the Agency would contract. Include the names of owners or acquisitions, additional personnel who will be involved in the development, and names of members of the project development team. Also identify title and company affiliation, and prior relevant experience of project participants. Participants included should be the project manager, the general contractor, and key consultants such as legal counsel, architects, and civil engineers.

### 2. Project Structure

Describe the intended long-term ownership and management structure of the proposed project.

## ATTACHMENTS

Submit the three most relevant projects for the proposing corporate entity, and for the principal manager, architect, and general contractor if different than the proposing entity. Include the name of the development entity for those projects, the project's location and type (shopping center, mixed use, affordable housing, etc.), date of completion, size of the project, construction costs, current ownership and management, and a contact name, title and telephone number for each project. Photographs, renderings, and marketing brochures should also be included. It would be especially relevant if the projects have been the result of an agreement with a California redevelopment agency or municipal government.

### 3. Rehabilitation of Older Structures

Indicate the experience of the principals in rehabilitation of older structures, and whether the rehabilitation was historic restoration or rehabilitation to meet current building and safety codes.

### 4. Contacts with Government Agencies

Provide the Agency or government entity, address, contact person's name, title, and phone number of those local government agencies which have recently done business with the developer.

### 5. Letters of Reference

Provide letters of reference attesting to the developer's ability to successfully undertake, complete and market projects of similar size and proposed complexity. At the request of the responder, original references will be considered confidential, but may be made available to the Agency upon authorization of staff. Contact officials of City government, County government, and other professional, financial, or legal consultants engaged for the purpose of providing the Agency with information regarding the proposals.



ATTACHMENT NO. 1 - RFP SUBMITTAL REQUIREMENTS

DEVELOPER QUALIFICATIONS

In reviewing the developer qualifications, the Agency will consider the developer's responses to the following questions:

Describe the Development Entity.

Identify the name and type of legal entity with whom the Agency would contract. Identify the person in charge of negotiations, additional personnel who will be involved in decision making, and other members of the project development team, their current title and company affiliation, and prior relevant experience or corporate affiliations. Included should be the project manager, the general contractor, and key consultants such as legal counsel, architects, and civil engineers.

Long-term Ownership.

Identify the anticipated long-term ownership and management structure of the proposed project.

Prior Projects.

Identify the three most relevant projects for the proposing corporate entity, and for the project manager, architects, and general contractor if different than from the proposing entity. Include the name of the development entity for those projects, the project's location and type (shopping center, mixed-use, affordable housing, etc.), date of completion, size of the project, construction costs, current ownership and management, and a contact name, title and telephone number for each project. Photographs, renderings, and marketing brochures should also be included. It would be especially relevant if the projects have been the result of an agreement with a California redevelopment agency or municipal government.

Rehabilitation of Older Structures.

Indicate the experience of the principals in rehabilitation of older structures, and whether the rehabilitation was historic restoration or rehabilitation to meet current building and safety codes.

Experience with Government Agencies.

Provide the agency or government entity, address, contact person's name, title, and phone number of three local government agencies which have recently done business with the developer.

Financial Ability.

Provide proof of financial ability to successfully undertake, complete and market the project and carry out proposed commitments. At the request of the responder, financial statements will be considered confidential, but may be made available to the RFP review team consisting of staff, elected officials of City government, the City Attorney, and other professional, financial, or legal consultants retained for the purpose of assisting the Agency in evaluating the proposals.



ATTACHMENT NO. 2 - RFP SUBMITTAL REQUIREMENTS

CONCEPTUAL PLAN DESIGN

The Conceptual Design submittal shall be in accordance with the design guidelines stated in the Agency's "Heritage Block" RFP document of March, 1992. The Conceptual Design submittal requirements are to enable the Agency to assess the physical characteristics of the proposed development.

1. All drawings shall be black, gray and white; colored site plans and renderings may be submitted in addition to but not in place of the required drawings.
2. All required drawings shall be submitted at full scale and shall not be mounted or framed; colored renderings submitted in addition to required drawings may be mounted or framed.
3. The following drawings should be submitted:
  - a. A shadowed site plan, showing roofs of buildings and site surroundings at a distance of at least 250 feet around the project site, at a scale of 1" = 40'.
  - b. A ground level plan, showing site surroundings at a distance of at least 250 feet around the project site, at a scale of 1" = 40'.
  - c. A project site plan, including parcel lines, building footprints, and preliminary concepts for parking, landscaping and site hardscape amenities, at a scale of 1" = 20'.
  - d. Two project site elevations for the Brea Boulevard frontage and the alley, showing the building facades and roof lines restored to their historic appearance and dimensions, at a scale of 1" = 20'.
  - e. Four-sided elevations for each building in the project site, at a scale of 1" = 5'.
4. Dimensions of the site, of buildings, of exterior spaces and setbacks are to be included on the site plans. Proposed building and site uses, as well as location and types of parking, are to be identified on the plan drawings. Vehicle circulation, access ways and stops for vehicles are to be included on the plan drawings.  
  
Tabulation of uses and their sizes are to be included on the plan drawings. Uses are to be in gross square feet; parking, including any required handicapped spaces, are to be in number of types of spaces and keyed to building uses. If the site is underparked for anticipated uses, off-site parking alternatives are to be indicated on the plan drawings.



ATTACHMENT NO. 3 - RFP SUBMITTAL REQUIREMENTS

BUSINESS PROPOSAL

Each developer is required to provide the following information:

Schedule of performance, including the construction schedule from the commencement of rehabilitation and new construction through the completion and opening of the entire project. Also indicate timing for phase two of the project (option properties).

Provide a project proforma, including anticipated land acquisition costs, development costs, anticipated absorption period, and income/expenses projections for the first 10 years of project operation.

If this proposal is not for the entire project site:

- a. what actions would be taken to ensure that necessary access, parking and maintenance easements and agreements will be in place?
  - b. what actions would be taken to ensure that the proposed uses complement the uses on parcels excluded from this proposal?
4. Describe the ownership, disposition, marketing and management of each parcel in this proposal submittal.
  5. Describe any Agency or City responsibilities related to the implementation of the proposed project.
  6. Describe any Agency participation in the project income and/or sales or refinancing proceeds.
  7. Describe any additional developer responsibilities not previously discussed related to the implementation of the proposed project.



ATTACHMENT NO. 4 - RFP SUBMITTAL REQUIREMENTS  
RFP EVALUATION SCHEDULE

The Agency reserves the right to change dates and times indicated in this Schedule.

RFP mailed to prospective developers:	Nov. 30, 1993
Response due back at Agency office no later than 3:00 P.M.:	Jan. 14, 1994
Short List interviews	Jan. 27, 1994
Developer selected to enter into Exclusive Neg. Agrmt.	Feb. 15, 1994
Agency enters into DDA	May 17, 1994
Developer submits final specs., drawings, etc.:	July 15, 1994
Developer obtains entitlements and permits and begins const.	Sept. 23, 1994
Developer completes construction obligations:	Aug. 1, 1995